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OF ANY EXTRA COST OF ANY EXTRA COST

Latest 1948 BARGAIN Catalog No. 93

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OF EXTRA CHARGE



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OF ANY EXTRA COST
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How to Get These Gifts Take Your Choice

Dear Friend:—
Look through this Catalog and make out your Order for the goods you want. You get Premiums shown here according to size of your order. The More you Order the more FREE of extra Cost Gifts you can select. Then be sure to cut out COUPON of the Premium you want FREE of extra cost or write down the Number and Mail With Your Order. Gifts will be sent together with your order.

KING NOVELTY CO.



FREE
OF EXTRA COST
Ball Point PEN
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Beautiful BIRTH MONTH CROSS
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OF EXTRA COST
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BIRTH MONTH RING
FREE
OF EXTRA COST TO YOU
WITH YOUR **\$3.00**
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BRILLIANT DINNER RING
FREE
OF EXTRA COST
WITH A **\$3.00**
No. P-135 **ORDER**



I LOVE YOU LOCKET
FREE
OF EXTRA COST TO YOU
WITH A **\$3.00**
No. P-136 **ORDER**

VALUABLE GIFTS **FREE**
OF EXTRA CHARGE



ATTRACTIVE LOVE BIRD PIN
FREE
OF EXTRA COST TO YOU
WITH A **\$5.00**
No. P-139 **ORDER**



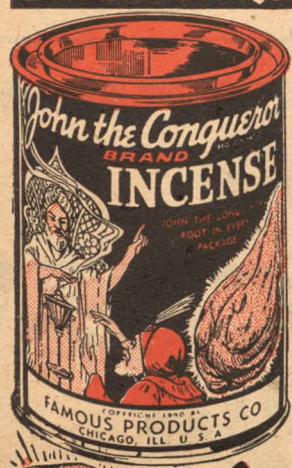
RING and EARRING CAMEO SET
FREE
OF ANY EXTRA COST
WITH A **\$3.50**
No. P-138 **ORDER**



Alleged GOOD LUCK HORSESHOE
FREE
OF EXTRA COST
WITH A **\$1.00**
No. P-111 **ORDER**

INCENSE

JOHN the CONQUEROR INCENSE | LODESTONE INCENSE



JOHN THE CONQUEROR
ROOT packed in every box. Here is one of our newest boxes of INCENSE. A great creation is this **JOHN THE CONQUEROR Brand INCENSE** with a **GENUINE ROOT FREE** of extra charge in every box. Keep your home smelling sweet. Burn a little Incense every morning and night. You should just Love the sweet smelling, long lasting, perfumed fragrance of this **High Grade INCENSE POWDER**. Get Incense and **ROOT FREE** of extra cost. Order NOW.

No. A-201AB 50c ONLY.....
3 for \$1.25

LODESTONE
GIVEN IN EVERY BOX
It is well known that Incense has been burned and a **LODESTONE** has been carried by many People to bring **Good Luck, Success and Winnings**. We, however, make no such claims to this effect and sell **LODESTONE Brand INCENSE** only on its Merits that it is the Highest Quality INCENSE that we know how to make. Enjoy its sweet, perfumed fragrance. Send 50c for a box NOW. Take this tip. Save Money and receive a **Genuine piece of Magnetic LODESTONE FREE** of extra cost. This is one of the **BIGGEST BARGAINS** in our Catalog. You really receive a \$1.00 Value for 50c.

No. A-201AC 50c ONLY.....
3 for \$1.25



ROOT FREE
OF ANY EXTRA COST
IN EACH BOX

AUNT SALLY
LUCKY DREAM
BRAND
INCENSE



SPIRITUAL RITES
INCENSE

HIGHLY PERFUMED
Specially prepared **GOLDEN BROWN COMPOUND POWDER**, the form, which has been said, has been mostly used for ages by the **Orientalists** for **Ceremonies and Invocations**. It has been said that to the Hindu the burning of Incense seems to lull him into a Soul Vision inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that Incense was burned by Ancient People and even in the present time for the purpose of bringing **Good Luck in Money Matters, Love Affairs, Games of Chance and to Drive Away Evil Influences**. We make no claims to this effect for **SPIRITUAL RITES INCENSE** and sell only as a fine **GOLDEN BROWN Highly Perfumed Incense Powder**. Order NOW.

Large 1/2 lb. Can
No. A-201R Price only \$1.69

It is **SWEET** and **STRONG**. Just take a little of **Aunt Sally's** and put in Incense burner. Enjoy the Sweet Fragrance that rises. Keep your home smelling sweet. **BURN AUNT SALLY'S INCENSE**. Many people like a **NUMBER** packed in box of Incense. Therefore, we have put a **NUMBER** in every box. We make no claims that this **NUMBER** is **LUCKY** or of any value. Order your **AUNT SALLY'S INCENSE** NOW!

No. A-201H Each 25c
6 for \$1.25



LODESTONE
FREE
OF ANY EXTRA COST
IN EACH BOX

JINK-O
BRAND
INCENSE



History tells us Incense has been used as a demonifuge to Drive away Evil Spirits. Even though we know it to be a fact that many people have burned Incense to drive away Evil or Bring Good Luck, we do not claim this for **JINK-O Brand INCENSE**. This is a specially prepared Incense, Hand rolled, and Hand made, **LARGE SIZE CONES**. Each Cone is 4 inches Tall, and will burn for one hour or longer. Only necessary to **BURN** one **LARGE CONE** a day to keep your home sweet. **PACKED IN FANCY BOX—Orders Yours Now.**

Order by No. A-201W 50c Price Only.....

3 for \$1.25

**ND ALL
DERS TO KING NOVELTY CO. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.**

The SECRETS of NUMBERS

Revealed!

Godfrey Spencer, the author of this Book, reveals the Secrets of Numbers. This interesting Book contains information on the Following: The Law of Numbers; Character and Influence of various Numbers; Application and Use of Numbers; Meaning of the Birth Number; The Number that Governs the Life; How to Find one's Place of Power; How the Name discloses the Future; How each Single Name affects the Life; The Master Code and How to Find your Winning Number; How to Interpret Dreams and Thoughts so as to give you Proper Number and Number Vibration; How to Find your Lucky Day, Success, Happiness, Love, Money and Life; Choosing a suitable Name for a Child; Names suitable for Marriage. We assume no responsibility for claims made by the Author, but if you are interested in the alleged Magic Power of Numbers, be sure to read this Great Book on the Secret of Numbers, written in a clear, easy to understand manner. Derive many Evenings of Pleasure, Joy, and Entertainment from this Book of Number Secrets. It has been sold by others for more money than we ask. Order your Book Today, and learn more about Numbers. This Book of Secrets of Numbers will be mailed to you in a plain wrapper. Send your order Right Now.

Order by No. B-688—Price Only.....99c

Are you interested in Dreams and their Number interpretations? Then Read the Latest, Newest, and Revised Edition of the All Star Lucky H.I.T. Dream Book. Hundreds of Dreams and the author's interpretation of the Dream in Numbers. For example—Dream of a Horse—On Page 29 of this Book, the author gives 915-16. Read in this Book on Page 76, about Names of Women and Numbers—For Example—Beulah—318-49; Page 79—Names of Men and Numbers—For Example—David—494-44; Page 83—Your Birthday Numbers by Policy Pete; Page 84—Hunches and Numbers; Page 88—Days of the Month and Numbers; Countries and Numbers; Page 90—Birth Years and Numbers; Page 91—Playing Cards and Numbers—For example—Ace of Diamonds—926-205-262. We assume no responsibility for statements made by the Author. The Publishers state they attempted to make this the Best possible Book that would be Efficient and Contain all the information on Dreams a person could desire. Order your ALL STAR LUCKY HIT DREAM BOOK at once. Contains over 6,000 Dreams.

No. B-689—Price Only.....\$1.00

NATIONAL DREAM BOOK

C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C. O. D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago, Ill., U.S.A.**

SACHET LOVELY POWDERS

LUCKY Alleged GOOD LUCK MO-JO PERFUME



USED BY MANY
TO HELP IN LOVE

Keeps
You
Sweet



ATTRACT ADMIRING ATTENTION FROM
THE MEN FOLKS

Rub Sachet Lovely Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

PUT IN BAG—TIE AROUND NECK

Place a little powder in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them Good Luck we do not make these claims but sell only as a delightful fragrant, Sachet Powder.

Order by No. A-204
Price Only

50c

3 Jars for Only \$1.00



Dreamy
Fragrance

Sweet
Lasting

Sweet Perfume
Attracts Attention

HE LOVES HER—SHE SMELLS SO SWEET

Thrilling, enchanting Oriental fragrance wins many friends for users of this perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears.

SWEET PERFUME ATTRACTS ATTENTION

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Order a bottle of Alleged GOOD LUCK Perfume today. We believe you will be thrilled with its sweet fragrance. Many claim that they have been Lucky in Love through the use of certain perfumes. However, we make no claims to this effect or that this perfume is LUCKY but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

Order by No. A-203
Price Only

50c

3 Bottles Only \$1.00

LOVE ME TONIGHT PERFUME

and
FREE
OF ANY EXTRA COST

HOW TO MAKE LOVE
Or the Secret of Love
Making Explained

Here is your chance to get this wonderful book FREE of extra charge. This book tells about The Great Secret of Wooing and Winning—Tells How to begin Courtship; To get Over Bashfulness; To Win a Girl's or Man's Consent. We assume no responsibility for statements made by the Author.

LOVE ME TONIGHT PERFUME

Are you looking for a Secret Odor to help you be more Attractive and draw the attention of others? Then, why not make this marvelous LOVE ME TONIGHT Brand Perfume help you to success in LOVE and Romance. It smells so good, and it may be a Winner.

SWEET Lasting Perfume. Here is your chance to buy a bottle. Even though many people believe some perfumes to Bring Luck in Love such as Winning a Sweetheart or Bringing Back a lover, we make no claims like this for Love Me Tonight Perfume. We sell to you for its wonderful long lasting fragrance. It should bring you great delight. Regular price of perfume is \$1.00 and we give you FREE of extra charge the book entitled How to Make Love or the Secret of Love Making Explained. This is sure a BARGAIN. Order yourself BOTH right now.

Order by No. A-588

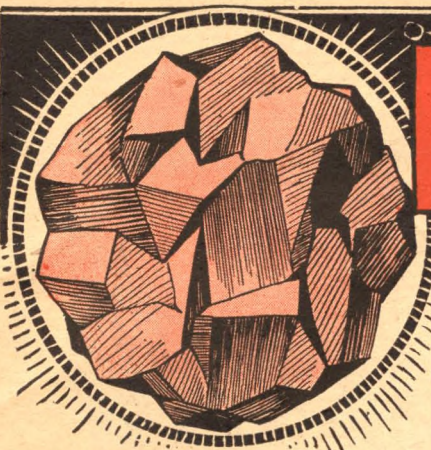


HOW TO MAKE LOVE BOOK



GET BOTH for only \$1.00

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.



LODESTONE

GENUINE MAGNETIC

The Romans believed that the **LODESTONE** kept husband and wife faithful and their Love secure. Orpheus attributes to the **LODESTONE** the power of attracting the Love of gods and men, and it was frequently set in Wedding rings for this purpose. In India the **LODESTONE** is believed to give vitality and health to those who wear it, and it is very popular amongst Mohammedans as a Talisman against Evil Spirits. In Elizabethan days mariners had great faith in this stone as a preservative from shipwreck, and also as an Amulet against gout if worn against the skin.

Magnetic:

Hoo-Doo Men from the land of Dixie made Conjure Bags in which they placed pieces of Lodestone, for the purpose of Hoodooing, Driving Away Evil Spirits, Drawing Folks to you, or or Good-Bye Enemy Tricks, Job Getting, and general Good Luck. We have known many people who would not be without carrying a **LODESTONE** around with them. We have found this especially true among Folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in Love Affairs. We do not sell this **LODESTONE** for any of these purposes; neither do we make any claims that it is **LUCKY**, or that it will Drive Away Evil Spirits, but sell only as a Curio, and the use, which you wish to put it is your own affair. We do, however, guarantee that this **LODESTONE** is Genuinely, Magnetically Alive, or your money refunded. We have taken extreme care in securing only the best grade of **LODESTONE**. If you wish this Genuine, Magnetically Alive piece of **LODESTONE**, send your Order NOW.

Order by
No. A-208

Price Only.....

50c
3 FOR \$1.00



LODESTONE POWDER

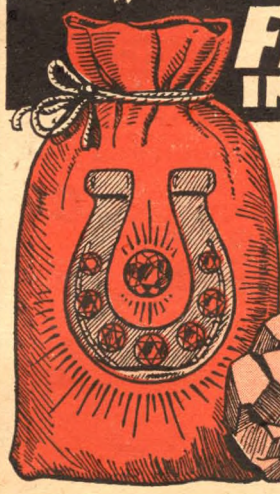
Draws to Lodestone

Steel dust, or so called, Lodestone Powder, was used for Conjure purposes, placed in Red Flannel Bags, together with Lodestone and other so called Luck Pieces for the purpose of bringing Good Luck, Driving Away Evil, etc. The steel filings were also sprinkled upon Lodestone to draw a Person to you and get a Job. We make no claims to this effect, or that this so called Lodestone Powder will bring **LUCK**, or Drive Away Evil, and sell only as a Curio. Order yours NOW. Send 25c for one package or 50c for three.

Order by No. A-204F
Price Only.....

25c

NOVEL LODESTONE FIXED IN BAG



WITH
LODESTONE POWDER AND MAGNETIC SAND



LODESTONE CARRYING BAG

A Book on Folklore states that an old Conjuror made a Job Getting Hand by sprinkling steel filings upon Lodestone, (to draw a person to you), and tied all these in a Red Flannel Bag. Instructions were to wear this over your Heart, look your man straight in the eye, and concentrate upon getting it. We have Prepared This Wonderful Curio Bag, which consists of TWO Genuine Magnetic Lodestones, together with a generous supply of Lodestone Powder and Magnetic Sand, and placed all in a Red Flannel Carrying Bag. We make no claims that this combination of articles is **LUCKY**, or has any Supernatural Power, and sell only as a Curio. The TWO Lodestones are guaranteed Genuine, and are especially selected to have Magnetic Power. Red Flannel Bag included.

Order by No. A-504.....

\$1.00
Three for Only \$2.00

MO-JO Brand

MAGNETIC SAND

NO EXTRA CHARGE FOR RED FLANNEL BAG

We have many calls for this Magnetic Sand. Many of our customers like to carry a little in a Red Flannel Bag, or sprinkle it on a piece of **LODESTONE**, and believe it to be **LUCKY**. It is Magnetic Iron Oxide, and for that reason we have given it the name of Magnetic Sand. We make no claims that it is **LUCKY**, and sell only as a Curio. It comes packed in a Glass Jar, and we furnish a Red Flannel Bag without extra charge. Order yours Today.

Order by No. A-207
Price Only.....

35c

Three for Only \$1.00



SEND ALL
ORDERS TO

KING NOVELTY CO.

2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.

MO-JO BRAND

ROOTS

HIGH QUALITY



HIGH JOHN The CONQUEROR ROOT

50¢ EACH



3 for \$1.00

BIG SELLER To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodoos claim that a person carrying a piece of this HI-JOHN the CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root. Comes packed in Fancy MO-JO Brand BOX. Price 50c each or any 3 Boxes of Roots on this page \$1.00.

Order by No. A-209
Price Only . . . **50c**
Three Boxes for Only \$1.00 or Any 3 Roots on This Page \$1.00

FIVE FINGER GRASS

This plant has a leaf divided in Five Segments. We believe that this ROOT has been used by many people for Hoodooing, that is, for the purpose of **DRIVING OFF EVIL** and Bringing **GOOD LUCK** in Money Matters and Love Affairs. However, we do not claim that the **FIVE FINGER GRASS** will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name of MO-JO Brand. PRICE of **FIVE FINGER GRASS** packed in box 50c or you may save money by ordering any 3 Boxes of Roots on this page for \$1.00.

Order by No. A-217
Price Per Box . . . **50c**
3 Boxes Only \$1.00



BOX 50¢



50¢

LITTLE JOHN to CHEW

THIS strange looking ROOT has been called by some folks **Little John to Chew**. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claims to this effect and sell only as a Curio. We guarantee this Root to be fresh and clean. Order some of this LITTLE JOHN to CHEW Root. Comes packed in sanitary box. We have thousands of satisfied customers and hope you will be pleased too. Price 50c a Box or any 3 Boxes of Roots on this page for \$1.00.

Order by No. A-210E
Price Only . . . **50c**
3 Boxes Only \$1.00 or Any 3 Boxes of Roots on This Page for \$1.00

ANY 3 for \$1.00

WE GUARANTEE SATISFACTION OR YOUR MONEY BACK

ROOTS

MO-JO BRAND

HIGH QUALITY

EACH **50¢**

SOUTHERN JOHN
the CONQUEROR ROOT



JOHN THE CONQUEROR ROOT has been known to the so-called Two-Headed Doctor or Conjure Man as a **ROOT for WINNING**. One book states that it has been soaked in Whiskey to make a mixture that helps you Win. This same book tells us that **JOHN THE CONQUEROR** was used with Fig Leaves to help rent a Home. Even though it is true that **JOHN THE CONQUEROR** has been used by some people to bring **GOOD LUCK** in Love and in Money, we make no claims to this effect and sell it only as a Curio or curiosity. Each Root is packed in box labeled **MO-JO Brand**. These Roots are **High Quality**. Order One or Three Boxes.

Order by No. A-215

Price per Box

50c

3 Boxes for \$1.00 or Order any 3 Roots on this page for \$1.00

ADAM & EVE Roots

TWO ROOTS One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. From reading this book, we believe that Roots like **ADAM AND EVE** were carried around on the person for the purpose of **Bringing GOOD LUCK**, for making **Conjure Hands**, **Driving Away EVIL** and to help people **WIN in LOVE and MONEY**. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around **Luck Bringer**. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity.

Order by No. A-211 Price per Box

50c

3 BOXES for \$1.00

PAIR **50¢**



SAMPSON Snake ROOT

A Book on Folklore and Conjuraction tells us that the **SAMPSON SNAKE Root** was chewed to **Soften Hearts** and used in any **Hand or Trick**. From this we believe it was used in Love Affairs to bring **GOOD LUCK**. It was also steeped in a Tea for Medicinal purposes. We make no claims that this Root has any Medicinal or Supernatural Value such as Softening Hearts, or bringing **GOOD LUCK**, and sell only as a Curio. Comes packed in Box labeled **MO-JO Brand**. This is the **GENUINE MO-JO Brand SAMPSON SNAKE ROOT**. Order a Box for 50c or you can Buy any 3 **ROOTS** on this Page for **Only \$1.00**.

ANY **3** for \$1.00

Order by No. A-405

Price Only

50c

3 Boxes for \$1.00 or Any 3 Roots on This Page \$1.00

BOX **50¢**



SAVE MONEY

Send a money order, cash or stamps for the whole amount of your order and the Company will pay postage.

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

Read How to Get **FREE** OF EXTRA COST **GOODS**

FREE VAN VAN BRAND OIL with LODESTONE and HIGH JOHN the CONQUEROR ROOT

OF EXTRA CHARGE

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING ROOT** of the forest. It has been recommended by so-called **Root Doctors** who, we believe, told their customers to carry the **Root** for **LUCK, Winnings, and SUCCESS in Love**. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a **Curio**.

LODESTONE has been used by many for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **LUCK** in Money Matters or **LUCK** in Love. We make no claims like this and sell it only for people who desire it as a **Curio**.

GET VAN VAN Brand Oil FREE of Extra Cost

Just order **HIGH JOHN the CONQUEROR ROOT** and **LODESTONE** and receive **FREE** of extra cost 50c Bottle of **VAN VAN Brand Oil**. Get in on this **SPECIAL OFFER** while it lasts. Order all for \$1.00.

ORDER BY No. A-568

PRICE FOR ALL ONLY

\$1.00



free MAGNETIC LODESTONE

OF EXTRA CHARGE

PERFUME THE HOUSE

Don't let bad, ill, ugly evil smelling house odors spoil your **Success, LOVE, Happiness, and Good Times**. Folks, especially Men, do not like to come to places that smell foul and mean—But they should **love to stay** in Sweet, Pleasant places.

RID YOUR HOME OF BAD EVIL ODORS

Here's how to do it. Wash away any bad stuff around the house. Just pour a few drops of **Floor Wash** in the scrub water and wash Floors, Corners and Closets. Next sprinkle **LUCKY MO-JO Brand SPRINKLING SALTS** behind doors, under Bed, and in Dresser Drawers. Get Both for only \$1.00 and get Genuine **Magnetic Lodestone FREE** of extra charge.

ORDER BY No. A-556

PRICE FOR ALL ONLY

BUY BOTH LUCKY MO-JO BRAND ROOM SPRAY and SPRINKLING SALTS BOTH for \$1.00

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your husband staying home?



BIG COMBINATION OFFER



\$1.10

BOTH LUCKY MO-JO BRAND and ROOM SPRAY FOR \$1.10

PERFUMED CRYSTAL SPRINKLING SALTS

Alleged GOOD LUCK HORSESHOE Charm FREE

OF EXTRA CHARGE

WITH PURCHASE OF Alleged LUCKY MO-JO Brand GOOD LUCK PERFUME and INCENSE ...



Burn **Lucky Mo-Jo Incense** three times a week according to directions. The sweetness lingers for days. Your friends should love to visit you. Many people have Burned Incense to bring **Good Luck** and to Drive Away Evil. We also offer to our customers **Lucky Mo-Jo Alleged Good Luck Perfume**. It is true that both men and women have used perfumes seeking to bring **Good Luck** in Love and attract Attention and Gain Favors.

FREE of Extra Charge—Buy this bottle of **Alleged Good Luck Perfume** and **Lucky Mo-Jo Incense**. You will receive this handsome silver color horseshoe designed with Wishbone, 4 leaf clover, and inscribed with words **Good Luck**. Even though many use Perfume, Incense and Horseshoe symbols for **Good Luck** we make no claims that any of these articles are **Lucky**.

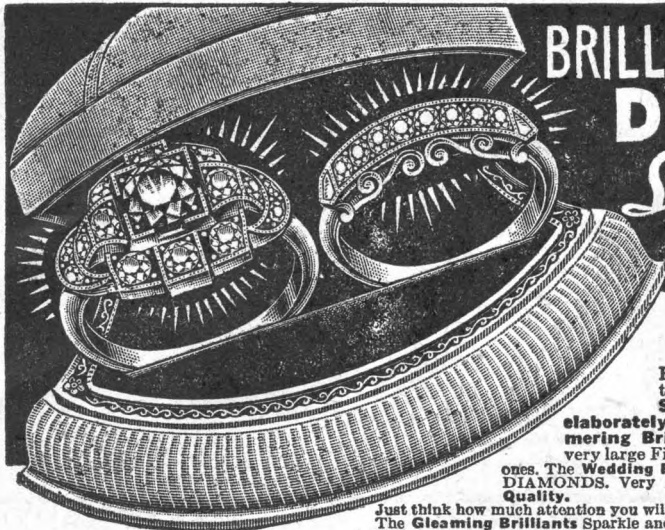
ORDER BY NO. A-583

ALL for only \$1.10

ORIENTAL TYPE FRAGRANCE SMELLS REAL SWEET LASTS LONG TIME



Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.



BRILLIANT IMITATION DIAMOND *Sterling Silver* BRIDAL PAIR

You and I Sterling Silver Engagement and Wedding Ring

Here are two rings that should thrill you with their loveliness, their lustrous **STERLING SILVER** Mounting is exquisitely designed, and elaborately set with a multitude of **Sparkling shimmering Brilliants**. The **Engagement Ring** has one very large Fiery White Sparkler surrounded by 16 smaller ones. The **Wedding Ring** has 8 Gorgeous Dazzling Brilliant Imitation **DIAMONDS**. Very Rich and expensive looking. **The Very Finest Quality.**

Just think how much attention you will attract when you wear these rings on your finger. The **Gleaming Brilliants** Sparkle and glow with **Dazzling Brightness**. A Super Love Bridal Set that you will both treasure forever. Gentlemen: Make her the happiest of all by giving this gift. Ladies—Order Now and treasure all your life. A bargain for such rich looking jewelry. Order either Engagement or Wedding Ring or **BOTH**. Send piece of string or piece of paper for finger size.

No. JR-405A Engagement ring.....\$2.95 plus 59c Tax.
No. JR-405B Wedding ring.....\$2.95 plus 59c Tax.
No. JR-405C Both in lovely gift box.....Only \$3.95 plus 80c Tax.

Most Elegant Jewelry

STERLING SILVER BRIDAL SET



Men's Sterling Silver Tuxedo Ring

Here is a Ring with Real Sparkle and Class. Fashioned from **Genuine STERLING SILVER** set with Flashing fiery White Brilliant in center that Dazzles and Sparkles with shimmering lustre. A Ring any man should be proud to own. Order yours now at this bargain price. Send piece of string or strip of paper for finger size. **Satisfaction Guaranteed** or your money back.

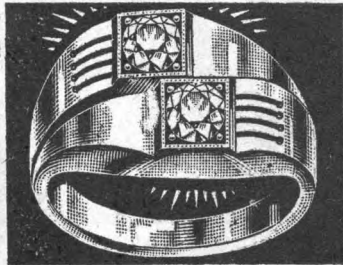
No. JR-426
Price Only**\$1.98**
Plus 40c Tax



"HEART THROB" SIMULATED DIAMOND BRIDAL PAIR

This beautiful real Sterling Silver Engagement and Wedding Ring will make her feel like a princess. One large, lustrous imitation Diamond and **FOUR** smaller Brilliants in Engagement Ring. Really gorgeous! Six flashing imitation Diamonds in Wedding Ring in Sterling Silver Setting. Rings she'll treasure for years to come.

No. JR-442A Each Ring\$1.95 plus 39c Tax.
No. JR-442C BOTH Rings\$2.95 plus 89c Tax.



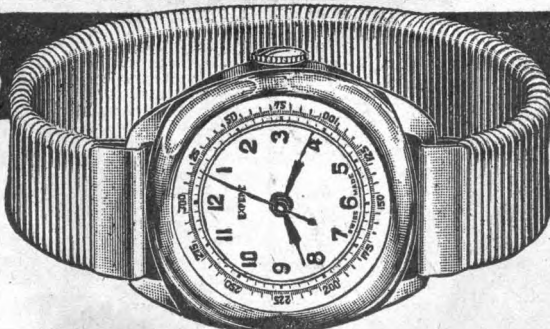
Men's Handsome Double Sparkle Ring

Handsome Heavy **Sterling Silver** mounting set with two fiery Brilliant imitation **DIAMONDS**. Just look at picture and see the beauty and elegance of this fine ring. You will be proud to wear it on your finger. Attract admiring attention from your lady friends wherever you go. Order at this bargain price. Send piece of string or paper for finger size. Satisfaction guaranteed or your money refunded.

No. JR-430
Price Only**\$1.98**
Plus 40c Tax

SWISS

- Stainless Steel Expansion Band
- Imported Movement
- Brightly Polished Case
- Easy to Read Numerals
- Luminous Dial
- Guaranteed Movement
- Sweep Second Hand



Order by No. JW-901E
Price with Expansion Band only.....**\$6.95**
Plus 70c Tax

WRIST WATCH

Feel and look like a million. Wear this Genuine Imported Swiss Watch. Elegantly styled and perfectly timed. Gives you a classy appearance. Fitted with a brightly highly polished Silver color Stainless Steel Expansion Band that shines with Brilliant Lustre, and fits wrist comfortably. You'll be proud of this streamlined high grade superior quality Watch. For the right watch and the right time order yours today.

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Alleged

LUCKY SYMBOL RINGS



CHINESE, Orientals, and People of the Far East are known to wear certain Rings as symbols of **GOOD LUCK**. You may call it mysticism of the Orient, but it has been said that the wearing of Jewelry is traceable to superstitious faiths in their efficacy as preventatives against **EVIL** and as a **CHARM** to in some way bring **GOOD LUCK, POWER, and SUCCESS**.

CHINESE LETTERS ON RING

The manufacturer of this ring states that the Chinese Symbol spells out "**GOOD LUCK**." Even though many of our customers may believe that this Ring will bring **LUCK**, we make no representations to this effect and sell it as a very Attractive piece of Jewelry.

ORDER THIS RING

Amaze your Friends—Be first to wear this **Curio Ring**, with the Chinese writing "**GOOD LUCK**." Order your alleged **CHINESE GOOD LUCK Ring** now at this bargain price—**98c**. Send piece of string or slip of paper showing finger size. You should get enough pleasure wearing this Ring to more than pay for the small price we charge. We only have a limited supply, so please **Send Your Order Today!**

Order No. J-133—

Price Only..... **98c**

3 Rings for Only \$1.96

3 WISE MONKEYS RING

Alleged LUCKY Symbol Ring



The 3 Wise Monkeys are symbols of "**Speak no Evil—See no Evil—Hear no Evil**." Garos of Assam performed the ceremony of leading a monkey inside every house in the village for purpose of frightening and driving out Evil Spirits. Some customers like to wear this Ring as a symbol of Luck, but we make no claims that it will bring Luck and sell only as a Curio Ring.
No. J-134 **\$1.20**
Price.....

GREAT WHITE ELEPHANT

WONDERFUL RING

This may be regarded as symbol of **ELEPHANT Headed God of Luck, Success and Happiness**. We however make no claims that this ring will bring **Good Luck** and sell only as a very elegant ring. Send piece of string or paper for size.

No. J-136 **59c**
Price.....



SKULL AND CROSS BONES

NOVEL RING

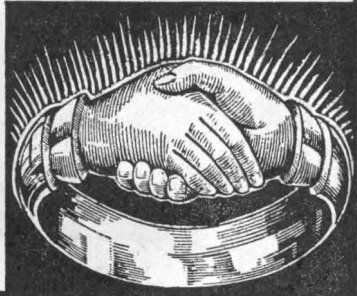


The **Skull** has been regarded as a Protection against the Powers of Evil. Many people like to wear this type of Ring as a symbol of **Good Luck**. If you wish to wear this Ring as an ornament or a **LUCK** Symbol you may do so but we make no claims that it is Lucky or that it will Drive Away Evil Spirits but sell only as a weird mystic looking ring. Send piece of string or paper for size.
No. J-135 **60c**
Only.....

ALLEGED LUCKY HAND

LOVE—FRIENDSHIP RING

The **HAND** was considered by some of the Ancients as a **Protection Against Evil** particularly the Evil Eye. We make no claims to this effect but sell as a fine piece of jewelry. Beautiful bright Silver color mounting designed with clasping hands; a symbol of **Love and Friendship**. Send piece of string or paper for size.
No. J-261 **59c**
Price Only.....



ALLEGED LUCKY SYMBOLS

GOOD LUCK RING



Here is a handsome highly polished **SILVER** color Ring fashioned with **Horseshoe, Wishbone, 4 Leaf Clover** and inscription **Good Luck**. We make no claims that this ring will bring Good Luck but sell only as fine jewelry. Send piece of string or paper for size.

No. J-457 **59c**
Price.....

3 HEADED SNAKE RING

AMAZING CURIO RING

A Snake's Head Talisman was worn by the Ancients to **Protect** its wearer from the attacks of an Evil being. The **Snake** was also regarded as a **Symbol of Might and Power**. We make no claims that this ring will bring **Luck** or Drive Away Evil but sell only as a curio. Amaze your friends. Fits any finger.

No. J-150 **59c**
Price.....



SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

BRAND NEW INCENSE POWDERS

SWEET SMELLING AROMA

LOVER'S SECRETS

7 KEYS TO POWER



A strong sweet-smelling Incense that fills the air with an intoxicating-like fragrance. Favored by many who desire to surround themselves with a romantic atmosphere and appear more attractive to the opposite sex. Order a box today and try it the next time you entertain at home. We believe you will be delighted with its lovely fragrance.

50¢

Order by
No. A-201AD
Each 50¢



A Powerful strong smelling Incense that is just the thing to burn while communing with the thoughts offered in that Famous Book "The 7 Keys to Power" by Lewis De Claremont. We believe you will be pleased by the entralling atmosphere this unusual incense tends to create. Get a box and see for yourself.

Order by
No. A-201AH
Price only.....

50¢



3 WITCHES

For a genuine thrill, burn a little of this specially prepared incense in your incense burner and notice the strange exotic aroma that fills every corner of the room. Burning of Incense has been greatly favored by those who like to burn Incense when they wish to ward off evil and invite good fortune. We make no such claims whatever to this effect and sell only as a highly perfumed incense powder.

Order by
No. A-201AE
Price Only.....

50¢

BLACK HERMAN

A truly fitting Incense to burn while delving into the Revelations of the Great Black Herman. This different smelling Incense is the favorite of many folks who like to have a strange fascinating odor about their rooms as they ponder over the teachings of the Great Black Herman, claimed to be the greatest Race Magician. So Hurry, Order a box today.

Order by
No. A-201AJ
Price only... 50¢

50¢



The Great DIVINE

The Great Divine Brand Incense Powder is often used by many folks just before retiring, as they believe they will have dreams of Good Fortune, Luck in Love and Money matters, etc., which may prove revealing to them. We make no claims that the Great Divine Brand Incense Powder will produce any supernatural effect or be of any value, but offer it as a fine grade of Incense that possesses a strong aromatic odor.

50¢

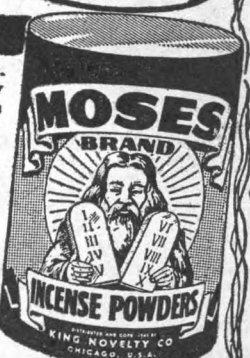
Order by
No. A-201AF 50¢

MOSES

"Burn Incense" says the Bible. That's good advice especially when Praying and Reciting the Psalms. On these occasions we believe you will enjoy the mystic, sweet smelling and long-lasting fragrance of this specially prepared Moses Brand Incense. Order a box today and burn a little the next time you follow the teachings of Moses.

Order by
No. A-201AK
Price only.....

50¢



LUCKY STAR

Many people feel they were born under a Lucky Star. They like to burn this highly perfumed incense as they sit in the window and meditate about the Stars and what fate has in store for them.

A-201AG

50¢

POW-

Now here's something really different in incense. A weird, mystic aroma that fills the air with an esoteric oriental aroma that should excite and delight you. Send for a box of Pow-Wow Brand Incense and give yourself and friends a real treat. Order by No. A-201AM Large Box.....



We think you'll be mighty pleased with the strange powerful aroma of Lucky Hit Brand Incense. We don't believe you've ever smelled anything quite like it. Try it and be surprised.

Order by
No. A-201AL
Only...

50¢

WOWS

50¢



Order Any
3 for \$1.39



ATTRACTIVE
CANS
50¢
EACH

Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Special
MO-JO
BRAND

LODESTONE BIG OUTFIT



\$5.00
VALUE
for only
\$2.98

We Will
Send C.O.D.
Just Pay
Postman
when he
delivers.

Many a Moo-Do Man has received big sums of Money for selling folks Lodestone, Red Flannel Bags, Rabbit's Foot, High John the Conqueror Root, Southern John the Conqueror Root, Snake Root, Devil's Shoe String, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in Red Flannel Bags, and the Conjure man said, "Should be always carried with you." Such combinations were often called Tricks or Hands. Many believed that these Conjure

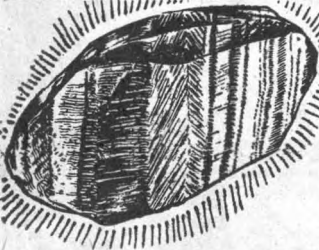
Bags brought **GOOD LUCK**, Drove out Evil Spirits, Helped in Love, and almost anything that was wanted to be done. For Folks interested in possessing this assortment of Goods, we have prepared this **LODESTONE OUTFIT**. We make no claim that it will be **LUCKY**, or have any supernatural Value.

We sell only as a Curio. The Price of all the articles in this **MO-JO Brand LODESTONE BIG OUTFIT** would be \$5.00 if purchased separately, but if you buy all at once, the price to you is only \$2.98. If you wish to order C.O.D., send no money, just order by number given below, ask us to send C.O.D., and pay Postman \$2.98 plus few cents postage charges. Red Flannel Bag will be included extra.

Order by No. A-503
Special Price, Only.....\$2.98

Outfit Contains:

- 1 High John the Conqueror Root ...\$0.50
- 2 Extra Quality, Genuine Magnetic Lodestones ...\$1.00
- 1 Package Devil's Shoe String50
- 1 Southern John the Conqueror Root50
- 1 Package Snake Root.....50
- 1 Rabbit's Foot, Mounted ..50
- 1 Lucky Mo-Jo Incense ...50
- 1 Lucky Number Dream Book ...1.00
- Total Value,\$5.00
- EXTRA Red Flannel Bag**
All For \$2.98



AFRICAN TIGER EYE

Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Evil, for the purpose of warding off Evil, and Attracting **GOOD LUCK** in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This **AFRICAN TIGER EYE** has been a popular seller. We make no claims that it will drive away **EVIL**, or produce **LUCK**. Sold only as a Curio.

Order by No. A-250
Price Only.....50c



WHITE LODESTONE

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and **GOOD LUCK** Charm; probably because the Magnetic Influence of this Stone was supposed to **ATTRACT** Power, Favors, and Gifts. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secure. We make no claims to this effect, or that the **LODESTONE** is **LUCKY**. We have taken the Genuine Lodestones, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

No. A-208B
Price Only....\$1.00



MOON STONE

The author of one book states that the **MOON STONE** is believed to bring **GOOD FORTUNE**, and is regarded as a sacred stone in India, and that as a Gift for Lovers, the **MOON STONE** is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune, Good or Ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

Order by No. A-252
Price Only.....50c



BIG SPECIAL COMBINATION OFFER



\$2.50 VALUE
for ONLY \$1.00

Here is your Chance to get all these: — Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Bag together with alleged Good Luck Ring. We make no claims that these articles are **LUCKY** and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

No. A-514
All for Only. \$1 **LODESTONE IN BOTTLE**



LUCKY MO-JO Brand LODESTONE PERFUME



HER SWEET
PERFUME
ATTRACTS HIM
GENUINE
MAGNETIC
LODESTONE
IN BOTTLE

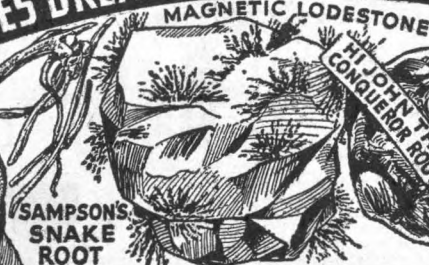
Certain self made **MOO-DOO DOCTORS** recommended the **LODESTONE** to **CONJURE** up **LUCK**, **WINNINGS**, **MONEY**, **LOVE**, or almost anything that was desired by the one who carried this **LODESTONE**. We make no claim that the **LODESTONE** will do this, or bring **LUCK**. However, for those who wish it as a Curio, we have placed a **GENUINE, MAGNETIC LODESTONE** in a Bottle of this Perfume, which we have given the name of **LODESTONE PERFUME** because of the **LODESTONE** in bottle.

No. A-203B....\$1.00

C.O.D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

\$1.00 BUYS ALL **ROOT DOCTORS' HAND** ALL for **\$1.00**

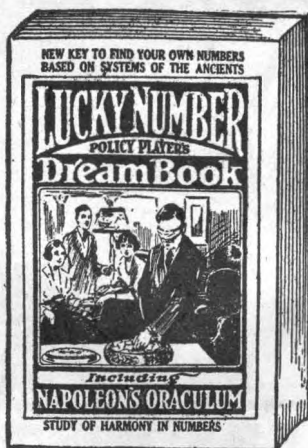
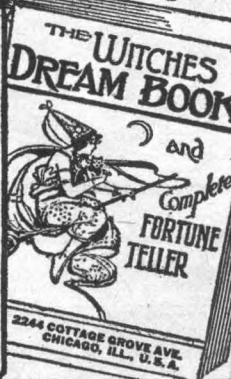
ALLEGED WITH WITCHES DREAM BOOK and Alleged GOOD LUCK RING



A BIG BARGAIN \$1.00
ALL THIS FOR ONLY \$1.00

A HAND made by an old-time Conjure Man consisted of the following: One piece of Samson Snake Root and a piece of "Devil's Shoe String." This was first wrapped in a piece of Black Cloth folded always toward the maker sewed with White Thread and then incased in a Red Flannel Bag. The Conjure man said that the whole should be thoroughly wet with Whiskey or Camphor at regular intervals and should always be carried with you. It was stated that such a Bag brings things to you and the twine-like roots of "Devil's Shoe Strings" ties them close and the folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods as that they have any supernatural or extraordinary Power and do not sell for that purpose. We sell only as Curios. This Outfit of Curios consists of One Samson Snake Root, One "Devil's Shoe String," One Magnetic Lodestone, One HI-JOHN the Conqueror Root, One Witches Dream Book, One piece of Yellow Brimstone and One Red Flannel Bag. We assume no responsibility for claims made by the author of this Book. The Total Value of these Curios bought separately from us would amount to \$3.75 but if you order this COMPLETE OUTFIT Now, the price for all is Only \$1.00.

Order by No. A-529
Price only **\$1.00**



LUCKY NUMBER DREAM BOOK

In this book you will find the Author's interpretation of DREAMS and NUMBERS to which they apply. Some of the contents are:—Dreams and NUMBERS; Good Combinations to Play; Table for Finding NUMBERS; Ladies' List of NUMBERS; Gent's List of NUMBERS; The Book also gives the author's explanation of the Dream. Many people would not think of being without one of these DREAM BOOKS. We assume no responsibility for claims or statements made by the author but only give his version. We hope you will get great amusement and pleasures from this fine Book.

No. B-612
Price Only **\$1.00**



My Good Friends, If you haven't tried VAN VAN Perfume yet, you don't know what you are missing. This Wonderful Perfume is really Strong and Good. It is well known that Good Sweet Perfume, when used by women, has helped Attract the men folks. While we make no claims that VAN VAN Perfume is Lucky in this respect, we do hope that it will give you great Satisfaction, and that if you wish to induce Love, because of Sweet Perfume, that this Wonderful VAN VAN Perfume should be a great aid to you. And that's not all we want to tell you! You don't have to pay one single, extra cent for this elegant VAN VAN Perfume. You get it FREE of extra cost when ordering the Famous, Original VAN VAN Brand INCENSE 50c and VAN VAN Brand OIL 50c—Both \$1.00. You also get FREE of extra cost the MASTER KEY, designed on Parchment Paper. \$2.00 Value for only \$1.00. Order now.

Order by No. A-511
GET ALL—PRICE ONLY..... **\$1.00**

HOW TO ORDER Just write Catalog Number, How Many and Price. No need to write a long letter, The Company pays postage when you send full amount of money with order. On C. O. D. orders for over \$3.00 send at least 50c deposit. Send Cash, Stamps or Money Order. Write Name and Address Plainly.

JOHN the CONQUEROR Brand FLOOR WASH



Enjoy a Happy Home Life. CLEAN AWAY foul, bad odors in the house. Just pour one or two teaspoonsful of JOHN the CONQUEROR Brand FLOOR WASH in a pail of water. Wash Floors, Scrub Woodwork, and clean Door-steps. Get into corners of rooms, closets, and dark places. This Highly Perfumed JOHN the CONQUEROR Brand FLOOR WASH helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. JOHN the CONQUEROR Brand FLOOR WASH really does the work of making a home Sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.

FREE OF EXTRA CHARGE
Order a bottle of 50c JOHN the CONQUEROR FLOOR WASH, we'll include FREE of extra charge one piece of HIGH JOHN the CONQUEROR ROOF.
No. A-205 50c
Price Only. 50c

MOUS PRODUCTS CO CHICAGO ILL U.S.A.
PUT FEW DROPS IN SCRUB WATER

MASTER KEY
ON GENUINE PARCHMENT PAPER



The KEY has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirit. Among the Singhalese Tribe, who believe they are constantly surrounded by Evil Spirits, there are some men and women who would not venture out of the House without a bunch of KEYS in their hands, for without such a Talisman they would fear that some DEVIL would take advantage of them. These have been worn for LOVE, WEALTH, and HAPPINESS, and it was a very important Talisman to both the Ancient Greeks and Romans. Many of our customers like to buy our Artist's conception of the MASTER KEY, reproduced on Genuine Parchment in Blood Red Ink. We make no claims that it will bring LUCK, or drive away Evil and sell only as a Curio. This Master Key on Genuine Imported Parchment is one of our Biggest Sellers. If you wish to possess one, send your order NOW.

Order by No. A-249 50c
Price Only. 50c
THREE FOR ONLY \$1.00

HOW TO MAKE LOVE

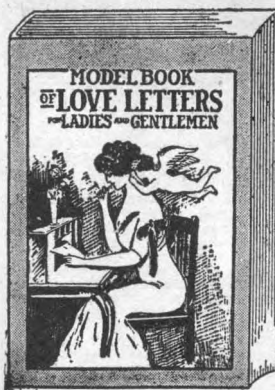


THE SECRET OF LOVE MAKING EXPLAINED

How to Make LOVE
The Mystery of Love Making Explained
The Great Secret of Wooing and Winning—Tells How to begin Courting; To get Over Bashfulness; To Win a Girl's or Man's Consent; To do things Before and After Engagement; and hundreds of things of importance to Lovers. Young and old should enjoy it. Many of the people who have read this book say they never knew about Love Making until they bought this book.

No. B-520 50c
Only. . . . 50c

MODEL BOOK OF LOVE LETTERS FOR LADIES AND GENTLEMEN



How to Write LOVE LETTERS
Are you in Love? Do you want to write a Love Letter and do not know how to begin? Save yourself embarrassment by buying this Book. Learn the Secrets of Love Letter Writing. Also tells how to write in Code and keep your letters from prying eyes. Order quick.

No. B-521 35c
Only. . . . 35c

LOVER'S SECRETS



Most everyone wants Love. Are you missing a Happy Life? Can you hold the Love of your husband, wife, or friend? Can you captivate, fascinate, Win and Hold the one you Love? These two books tell you how to act—What to say—what to do—How to Win a girl's or man's consent—How to improve your beauty. A Bottle of Alleged Good Luck Perfume also included. We assume no responsibility for claims made by the authors of books but simply give his version. Order by name, "Lover's Secrets Outfit."

No. A-523 98c
Price Only. 98c

LOVERS' INK



At last you can write your Sweetheart a Letter describing your LOVE in Glowing Terms. After a few weeks, writing completely disappears. Prying eyes can not read your Love Epistle. LOVE LETTERS written with this LOVERS' INK will always remain a Secret.

No. A-253 25c
Only. 25c

Lovers Ink

Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

The Great **GO-BO** BRAND NUMBER INCENSE

Amazing! NUMBERS COME OUT IN ASHES!

The **GREAT GO-BO** Brand Novel **NUMBER** Incense seems to be the most **Weird** looking, the most **Mystic** looking Incense known to man. Just burn a piece and see for yourself—**NUMBERS** appear almost like **MAGIC** in the **ASHES**. Like the Hand writing on the Wall. You'll be Amazed. You will Marvel Unfinitely—Without a falter—Little by Little—Surely—each **NUMBER** creeps into Form. Buy a Box Now. See this **MYSTIC PERFORMANCE** yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a **LUCKY NUMBER**, but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned **NUMBERS** appear in the ashes, but we do not claim that these **NUMBERS** are of any value. Great

Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense.

**NUMBERS
GUARANTEED
TO COME OUT IN
THE ASHES.**



Just take a piece of **INCENSE** out of the Box and light it. Then watch the **NUMBERS** COME OUT IN THE **ASHES**.
No. A-201C

BIG BOX or **GET**
50¢ **3 BOXES**
for **\$1.19**



**MO-JO
BRAND
MAGNETIC
SAND**

LUCKY MO-JO Brand **Perfumed SPRINKLING SALTS**

Drive Out Evil, Bad Smelling Odors—Rid Your Home of Bad Messes—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers. Attract and Hold Your Friends—Help **LOVE, Romance, and Happiness**, last for you by keeping your home and your clothes smelling Sweet with **LUCKY MO-JO Brand PERFUMED CRYSTAL SPRINKLING SALTS**. Get a Bottle Today.

Order by No. A-270
Price only.....

50c

Many of our customers like to carry a little in a Red Flannel Bag, or sprinkle it on a piece of **LODESTONE**, and believe it to be **LUCKY**. It is **Magnetic Iron Oxide**, and we have given it the name of **Magnetic Sand**. We make no claims that it is **LUCKY**, and sell only as a Curio, Packed in a Glass Jar, and we furnish a **Red Flannel Bag** without extra charge. Order yours Today.

No. A-207
Price only.. **35c**

Three for only \$1.00

Draws to **Lodestone**. Steel dust, or so called, **Lodestone Powder**, was used for **Conjure** purposes, placed in **Red Flannel Bags**, together with **Lodestone** and other so called **LUCK** Pieces for the purpose of bringing **Good Luck, Driving Away Evil**, etc. We make no claims to this effect, or that this so called **Lodestone Powder** will bring **LUCK**, or **Drive Away Evil**, and sell only as a Curio.

No. A-204F
Price only. **25c**

MASTER KEY on Genuine **PARCHMENT PAPER**



The **KEY** has been used as a **Talisman** and **Charm** in **India** to keep off and scare away the **Evil Spirit**. It has been worn for **LOVE, WEALTH, and HAPPINESS**. We make no claims that it will bring **LUCK**, or drive away **Evil** and sell only as a Curio.

Order by No. A-249
Price only.....

THREE FOR ONLY \$1.00

only
50¢



**MO-JO
BRAND
LODESTONE
POWDER**



C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

THE SUCCESS DREAM BOOK

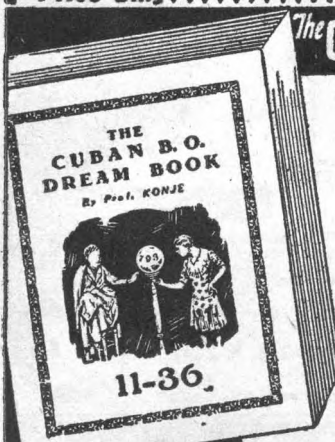
An introduction states: "The Author has worked laboriously and unceasingly, in order to produce this first class Dream Book. . . . There are so many people who desire to get a concise definition of a dream. A dream is the forecast of coming events. It generally comes to us in a parable, or in some other similar form during sleep. It is therefore, quite necessary to consult a good dream book. A dream is really a warning of coming events, whether favorable or unfavorable."

CONTENTS OF THIS BOOK AS FOLLOWS:

Page 4—HOLIDAYS, and their Numbers.
Page 5 to 163—DREAMS, explained and their Numbers, as for Example: JOCKEY—To see one signifies you will win a great deal of money—219.
Page 163—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—183.
Pages 170 to 184—LADIES' List of Names, with their Numbers.
Pages 184 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.
Pages 201 to 205—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.
Pages 204-224—YOUR HOROSCOPE, and gives your supposed Lucky Days.
Pages 224 to 228—COMBINATION of NUMBERS that follow each other.
Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.
Page 231—NUMBERS, and Things you may see or hear.
Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—739.
We are not responsible for any claims made by the Author, and only give his version.
252 Pages from Cover to Cover. A Big Bargain, if you are interested in Dream Books.

Order by No. B-664

Price Only \$2.00



The CUBAN B.O. DREAM BOOK

Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is believed by some superstitious people that whatever you may dream of has a certain meaning. Whether this is true is, of course, a matter of opinion. The CUBAN B. O. DREAM Book consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT, 84-31. You will also find in this Book a List of Both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL 47-54; The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the author, but believe you will be very pleased with this Book. Order Today.

No. B-665 \$1.00
Price Only



Genuine AFRO DREAM BOOK

This Book gives Dreams and Numbers as follows: ACANDON—021 Someone close is about to leave you—547. Wife—436. Child—981. Friend—152. Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your

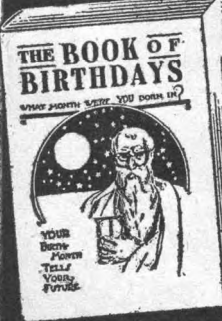
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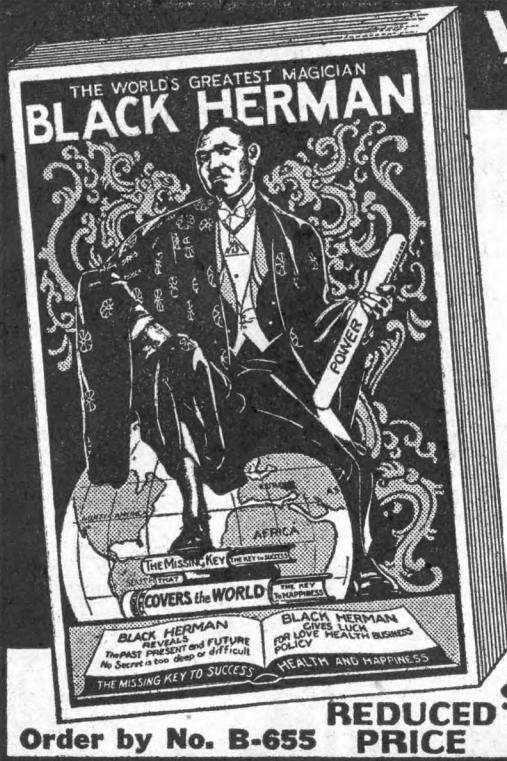
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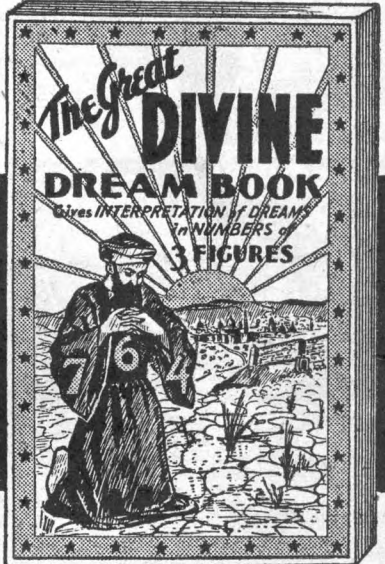
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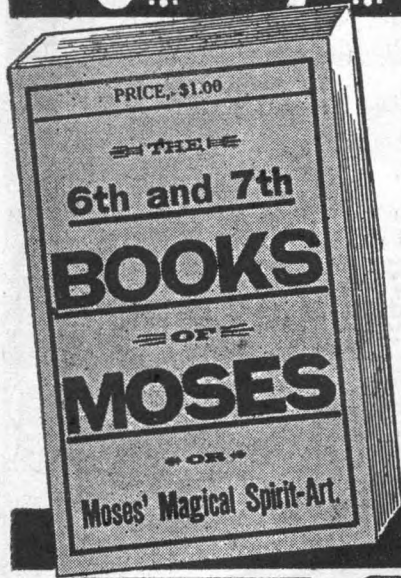
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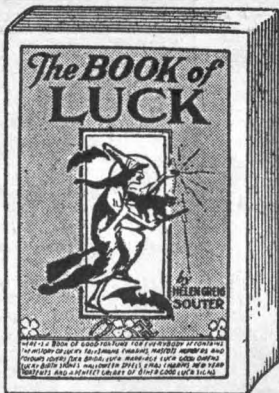


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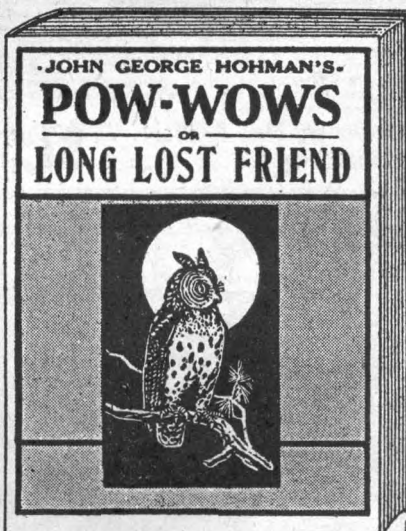


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THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL OF ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

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Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

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Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

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Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

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Fig. 19—The book states that it gives Wealth.

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Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

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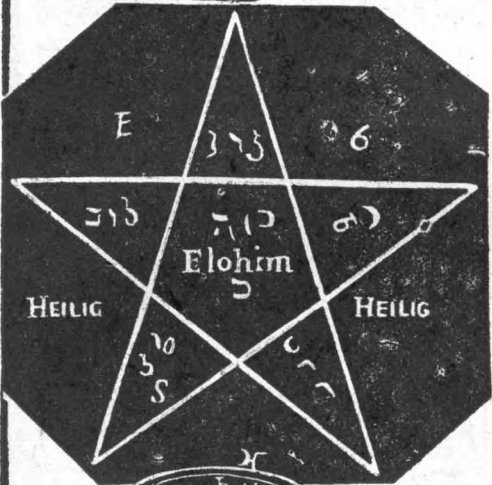
Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMAMFORAS

Fig. 23—The book states that this Seal brings to light the Treasures of the Earth if buried.



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COIN**

ALWAYS CARRY ONE



DO YOU believe it is **LUCKY** to carry a so-called **GOOD LUCK COIN** in your pocket? Whether it is **LUCKY** or not the fact remains that thousands of people carry **POCKET PIECES** which they have faith in as their **MASCOT** and to **KEEP THE JINX AWAY**. Throughout the years certain symbols and objects were worn and are still worn by some people as amulets and charms because it was believed that these could produce extraordinary **POWERS TO KEEP AWAY EVIL AND BRING GOOD LUCK.**

21 SYMBOLS ON THIS COIN

- | | | |
|----------------------------|--------------------|---------------------|
| 1. Cat's Eye | 8. Mo-Jo Head | 15. Key |
| 2. Burning Incense | 9. Elephant | 16. Heart and Arrow |
| 3. John the Conqueror Root | 10. 3 Wise Monkeys | 17. Number Seven |
| 4. Tiger Head | 11. Black Cat | 18. Star |
| 5. Clapsed Hands | 12. Burning Candle | 19. Horseshoe |
| 6. Horn of Plenty | 13. Rabbit's Foot | 20. Horseshoe Nail |
| 7. Lodestone | 14. 4 Leaf Clover | 21. Wishbone |
- We call this the **LUCKY MO-JO** alleged **GOOD LUCK COIN** because it has on it symbols of objects that have been used by some people for **BRINGING GOOD LUCK**. However, we do not claim that carrying this coin will bring **Good Luck and Drive Away Evil** but sell only as an interesting **POCKET PIECE**. Bright yellow color metal. The coin is especially made for us. You cannot buy it any where else. **ORDER YOURS NOW.** Order by No. A-418

Price **50c** 3 for **\$1.25**

LODESTONE

Curio
HIGH JOHN

Root
JINK-O
Incense

**GET ALL THREE
for ONE PRICE**

A **\$1.50** FORMER VALUE

**NOW \$1.00
ONLY**

BURN JINK-O Brand Incense for pleasure. It is very **HIGHLY PERFUMED** and will make Your Home smell Real Sweet. History tells us Incense has been used as a demonifuge to Drive away Evil Spirits. Even though we know it to be a fact that many people have burned incense to drive away Evil or Bring Good Luck, we do not claim this for **JINK-O Brand INCENSE**. This is a specially prepared **INCENSE**, Hand rolled, and Hand made, **LARGE SIZE CONES**. Each Cone is 4 inches Tall, and will burn for one hour or longer. Only necessary to **BURN ONE LARGE CONE** a day to keep your home sweet.

You also get Genuine Magnetic **LODESTONE** and **HI-JOHN ROOT**. It may be that you buy these for **LUCK** because you feel you know more about this than we know. We do not sell to you for that purpose. If you wish these goods as a curio and wish to burn **JINK-O INCENSE** send **\$1.00 NOW** for this **SPECIAL OFFER**.

SAVE MONEY Order **ALL THREE—JINK-O INCENSE, LODESTONE and HIGH JOHN CONQUEROR ROOT**, **\$1.50** if purchased separately—All three for **\$1.00**. You Save 50c.

Order By No. A-575



**ALL
For
\$1.00**

Order by
No. A-575

**ALL
\$1.00**

**SEND ALL
ORDERS TO**

KING NOVELTY CO.

**2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.**

Sweet Perfume Helps WIN IN LOVE !

The Ancients used Perfume to Attract the opposite sex. Cleopatra, the World's Greatest Vampire, never went out on a conquest without anointing herself with Perfume. Wear Perfume that Lures—that stirs the senses—that Thrills—that Awakens Love. Use Perfume and your heart should beat faster with Joy as you find Folks Admiring how Sweet you smell. Your Friends then may envy your strange, new Power.



OIL OF LOVE PERFUME—Help yourself to Win the Admiration and Attention of the one you Love. Thrill folks with this Irresistible, Alluring scent that clings, Fascinate your Loved One, Excite his Senses, Win his Affections. We make no claims that it will induce Love, but sell only as a High-Grade, Very Strong and Sweet Perfume Oil. One drop lasts for hours.
No. V-269—Price Only.....\$1.00

FOLLOW ME BOY PERFUME—Do you want the boy Friends to follow you? If you do, then Sweet Perfume is a Help. Get yourself a bottle of "FOLLOW ME BOY" Perfume. The Odor is very Thrilling, Sweet, and Lasting. Men go for Sweet Smelling Women and Girls. Just put a few drops on your Handkerchief, Hair, and behind each Ear. Let the entrancing odor of "FOLLOW ME BOY" Perfume surround you.
No. V-243—One-Half Ounce.....25c



THRILL ME AGAIN PERFUME—Surround yourself with the Sweet, Thrilling Fragrance of this Perfume. Then when your Sweetie takes you in his arms he may feel like never wanting to let you go. An Irresistible, Exciting, Floral scent. Use on Lips, Behind Ears, on Hair and Clothes. Help yourself to Thrills with "THRILL ME AGAIN" Perfume. 1 oz. Bottle.
No. V-268....\$1.00

HIGH LIFE PERFUME—Hi-Glass, Big Time Perfume. Exquisite French type Odor. Just like the classy, society Folks wear. Use **HIGH LIFE** Perfume, when you step out. Folks should wonder where you got such Swell, Lasting Perfume. Treat yourself to Something Fine. You should Love it and Be Loved when you use it.
V-231—1/2 oz....\$1.50
V-232—1 oz....\$2.75



SPANISH LOVE PERFUME—Folks tell us that Spanish Love is Hot Love, that burns with passion and excitement. Spanish Love Perfume was created to help inspire Romance, Love, Admiration, and Affection. A very Oriental type, Mystic, Alluring Odor. Popular with Men and Women. Surround yourself with **SPANISH LOVE** exciting odor and let its enticing fragrance help you Win Love and Romance. Bargain Price for one-half ounce of Fine Perfume.
No. V-227.....35c

LOVIN' MA-MAMA PERFUME—Do you crave Love and Good Times? Men go for Sweet smelling Women. It is easy to surround yourself with a Lovely, Soothing, Lingering Odor that should make the Men Folks long to be near you. Put a few drops of **LOVIN' MA-MAMA** Perfume on your Handkerchief, Lips, Behind Ears, Under Arms, and on Clothes before going out. Let this Lovely, odor surround you. Help yourself in Love by Smelling Sweet.
No. V-225.....50c



LUCKY LULU FROZEN PERFUME—It's NEW! Extra Strong; last-ing. State odor: good Luck, Jockey Club, Oriental Gardens.
No. V-228
Price 35c

ATTRACTION LOVE PERFUME—Do you want to Attract and Hold your Loved One? **ATTRACTION LOVE** Perfume possesses an Alluring, Sweet, Lingering, Flowery Odor, that should help you in Attracting and Holding friends. We make no claims. **ATTRACTION LOVE** Perfume has Attraction Power, but sell only as a High-Grade, Fine Perfume. Your Heart should beat faster with Joy when you find Folks admiring how Sweet you smell.
No. V-244.....25c



SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO, ILL., U.S.A.

New Classy Lovely **PERFUMES**

JUST
60¢
EACH

3 for
\$1.69



LUCKY SWEETHEARTS

LOVELY PERFUME

The girl who attracts the man she loves and keeps him close to her is a mighty Lucky Sweetheart. Sweet smelling long-lasting LUCKY SWEETHEART PERFUME helps create just the right entrancing atmosphere to invite Romance and Love. So why take chances of losing out when it is so easy to appear more captivating to your sweetheart. Take this wise tip. Order a bottle of LUCKY SWEETHEART PERFUME and help yourself to be regarded as a Lucky Sweetheart.

No. V-258
Price with Tax..... **60c**

LOVE ME ALWAYS

EXCITING THRILLING PERFUME

Do you crave to have your husband or sweetheart be more attentive and affectionate? Do you desire to be loved and caressed in an atmosphere of Love and Romance? Then give yourself and your loved one a real treat by getting a bottle of LOVE ME ALWAYS PERFUME. This strong, entrancing perfume seems to cast a spell of loving charm about you that often helps you to be more desired by your lover.

No. V-255
Price with Tax..... **60c**

KISS ME NOW

KISS ME NOW PERFUME

Here is a new intoxicating fragrance that should make you seem more teasing and tantalizing to your loved one. KISS ME NOW PERFUME seems to surround you with an air of enchanting mystery that your sweetheart should find hard to resist. So order a bottle of KISS ME NOW PERFUME today. Put a few drops on your clothes or person and see the difference it makes when you are in the arms of the one you love. So don't delay! Order yours.

No. V-260
Price with Tax..... **60c**



New up to minute Hep Cat PERFUME

BE HIS QUEEN OF HEARTS THIS NEW PERFUME IS OUT OF THIS WORLD

If you want to be No. 1 on the hep parade and have the wolf-bait go guy-gooney over you, lose no time in getting a bottle of HEP CAT PERFUME. It surrounds you with a sweet-smelling heavenly fragrance that's plenty potent and out of this world. Just put a few drops of HEP CAT PERFUME on your handkerchief, clothes, lips or behind your ears before stepping out, and you'll be right on the buttered side with your good-time Charlie. So get on the gravy train. Order a bottle of HEP CAT PERFUME today and do some solid sending right on the beam.

No. V-257

Price with tax.. **\$1.20**

You're for
\$1.20

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

BARGAIN



LEGENDS OF INCENSE HERB & OIL MAGIC

BOOK SOLD BY PUBLISHERS —
FOR ~~\$2.00~~ **OUR PRICE \$1.00**

Full of **FACTS** and **FORMULAS**

SECRETS OF THE PSALMS

ORDER THIS BOOK TODAY

HERE is a very interesting book that many of our customers might receive pleasure and satisfaction from reading. In the **FOREWARD** of this book, the author mentions, "Yes, dear reader, you must not doubt. Through a pious life and by a rational use of the Psalms you may obtain the grace of God, the favor of Princes and Magistrates and the love of your fellow-men."

WHAT THE BOOK PURPORTS TO TELL ABOUT

Here are some of the Contents of this book:—Psalm to receive instruction or information through a dream or vision, Psalm to escape Danger, Psalm to receive Grace—Love—Mercy, Psalm to become Safe from Enemies, Psalm to receive GOOD after committing a heavy sin, Psalm to Free yourself from the influence of Passion, Psalm to make yourself Fortunate in any undertaking, Psalm to Free yourself of Evil Spirits, Psalm if Enemies have made you lose Money and have caused you to be mistrusted, Psalm to make Peace between Man and Wife, Psalm for anyone who has drunk too much, and many others too numerous to mention in this small space. We assume no responsibility for claims or statements made by the author but simply give his version and sell only as an interesting book, without recommendation that the reader follow 'it to bring about any alleged supernatural influences to accomplish certain desires. You may enjoy reading this Book. Order Now. Send \$1.00 today or ask us to send Book and pay postman \$1.00 and pay few cents postage.

Order by No. B-703

OUR PRICE
\$1.00

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Price—4s

**Here At Last is That
AMAZING BOOK
You Have Been Looking For!**

THIS Book purports to contain many hundreds of interesting facts regarding Occult Procedure and all kinds of alleged formulas for the preparation of Mystic Ceremonies. The author, Lewis de Claremont, seems to have spent many years investigating the uses of these preparations and attempts to tell How Masters, Magicians, Conjurers, Ancient Necromancers, and people of all different countries, Hindus, Chinese, Siamese, Hebrews, Persians, Greeks, Romans used certain Incense, Perfumes, Oils, Roots, Herbs, Powders. The author reveals how Alleged Arabian Magicians concocted Love Potions, Commanding Oils, and says "Back of all the ceremonies, rites and incantations was the esoteric idea that the **WILL** and **FAITH** was the real force employed . . .".

WHAT THE BOOK PURPORTS TO TELL ABOUT

How to use Roots, Herbs, Barks, Berries, and Seeds according to ancient Legends—How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as Magnet Oil—Commanding Oil—Lover's Oil—Attraction Oil—High John Conquerer Oil—Spirit Oil—Lucky Planet Oil—King Solomon Oil—Ten Commandment Oil—Power Oil—Compelling Oil—Concentration Oil—Etc. How to make Love Powders, Potions and Philtres—True Love Powder—How Incense is used—Attraction Incense—Compelling Incense—How to make and use Success Incense—How to make Talismans for Luck, Love, Gambling and Business—How Orris Root was believed to attract the opposite sex—How to use High John the Conquerer—How to use Le John the Conquerer—How to use Adam and Eve Root—How to make and use Herb Baths—Rule for making metallic Talismans. These and many other alleged facts and formulas mentioned in this book too numerous to mention in this small space. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulas, etc. to bring about any alleged supernatural influences to accomplish certain desires.

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Price **\$1.00**

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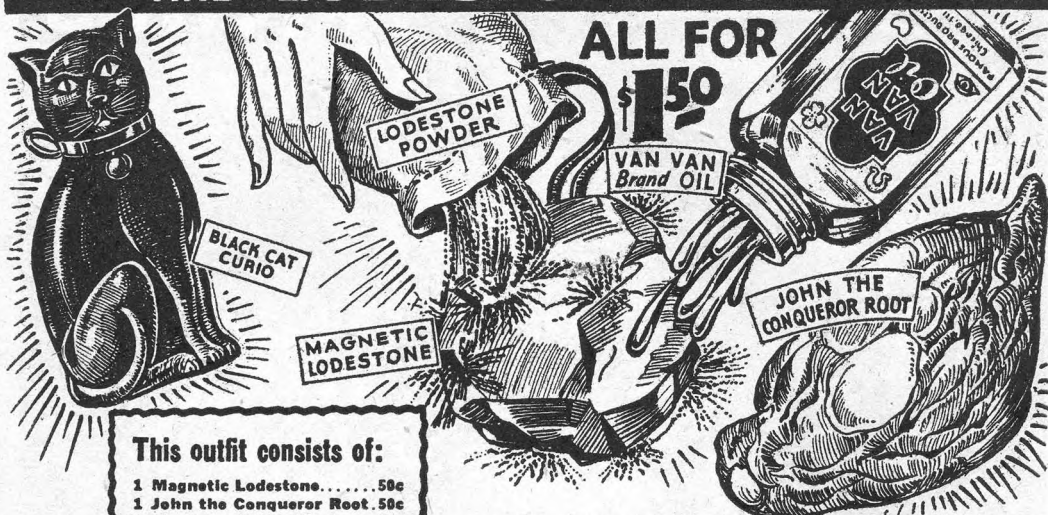


SECRETS OF THE PSALMS

BY
GODFREY A. SELIG

Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Special **BLACK CAT CURIO** AND **LODESTONE POWDERS**



This outfit consists of:

- 1 Magnetic Lodestone.....50c
- 1 John the Conqueror Root.....50c
- 1 Black Cat Curio Charm.....50c
- 1 Lodestone Powder.....50c
- 1 Van Van Brand Oil.....50c

Total Value.....\$2.50

**Order Now at Our
Bargain Price**

**No. A-534A
Only . . \$1.50**

\$2.50 VALUE—ALL FOR \$1.50

It is well known that many people believe in **LUCK**. Some like to carry **Lodestones** and **Roots** around their person and believe in their efficacy as a **Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance**. We have accumulated in this Outfit certain articles which have been believed in to be **Lucky**, but we make no claims that this is so. For people interested, we sell only as a **Curio**. This **Special BLACK CAT Curio Outfit**, is valued at \$2.50, if you bought each article separately, but if you order all at once, we will send you all for only \$1.50. Order yours **NOW**.



**LUCKY CAT Brand
PERFUME**

**ORDER
NOW**

THIS High-Grade **LUCKY CAT Perfume** is made from Concentrated high grade Oils and Essences. It is very Strong, and Concentrated — Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade **LUCKY CAT Perfume** should bring **LUCK In Love**, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, **Lasting Perfume**, which gives a lasting, delightful fragrance to your Clothes and other Garments.

**Sweet
Lasting
Fragrance**



**ONE OF OUR
BIGGEST
SELLERS**

**No. A-203D
Price Only**

**\$1.20
3 for \$2.40**



**LUCKY CAT Brand
SACHET POWDER**

**YOU'LL
LIKE THIS**

LUCKY CAT Brand **SACHET POWDER** has been named for the alleged **LUCKY CAT** referred to so often as a symbol of **GOOD LUCK**. However, we make no claims that it will bring **LUCK** and sell only as a Highly Perfumed, Sweet Smelling Sachet Powder. Some Folks use Sachet Powder when they wish to be attracted to the opposite sex, and gain favors. However, whatever you wish to use it for is your own business. The best directions we can give you in using **Sachet Powders** to keep yourself sweet, is to pour a little in a bag and tie it around the neck, or place a little on the body each morning.

**Order by
No. 204-B
Price Only**

**\$1.20
3 For \$2.40**



**SEND ALL
ORDERS TO KING NOVELTY CO.**

**2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.**

Bargains *in* genuine SWISS WATCHES

15 JEWEL
LEVER
MOVEMENT



15
JEWEL
WATER-PROOF

THE DUKE—15 JEWEL

Super-Sensation of the Year! Made by Swiss Craftsmen, styled with Lever Movement for Perfect Timing, this handsome 15 Jewel Wrist Watch is Elegantly designed to give you that Man-about-Town Appearance. Order yours Today!

No. W-904—**\$14.95**
Price only...

LADIES' DELITE

You've been waiting for this Watch! Now, you can have it! This Genuine Swiss-made Wrist Watch is especially designed for Glamorous Beauty! So Lovely—you'll wear your "Ladies' Delight" Wrist Watch Always! Order Now!

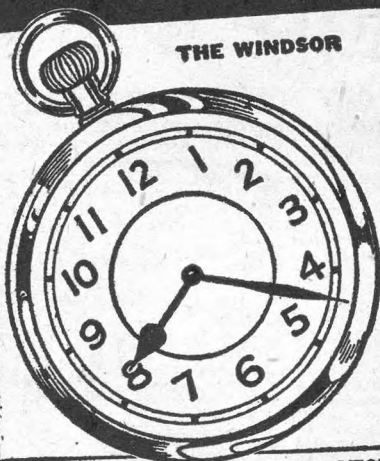
No. W-905—**\$8.95**
Price only.....

THE SARATOGA DE LUXE WRIST WATCH

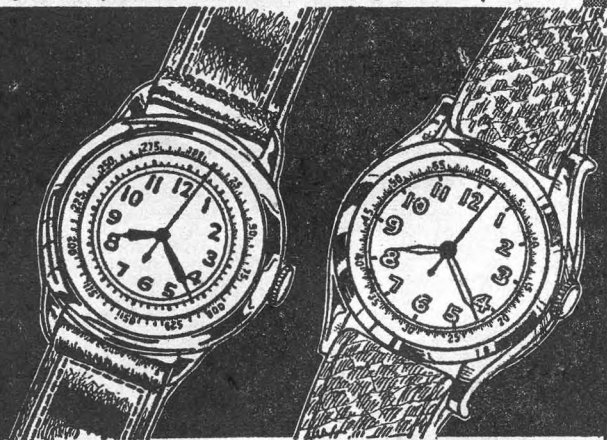
Now! A 15 Jewel Wrist Watch that is Tops with the Sport Set! This Genuine Swiss Watch has a large Sweep Second Hand, Luminous Dial and Stainless Steel Back. It's Waterproof—Shock-proof! Think of it! In or out of the water—you get the Right Time—Every Time! Order Today!

No. W-906—Bargain Price **\$16.95**

THE WINDSOR



IMPORTED SWISS POCKET WATCH
Be the Top Man in your Crowd! Wear "The Windsor!" This High Style Pocket Watch is precision built by Swiss Experts and is positively Guaranteed Genuine Swiss Movement. Comes in flashy Chrome Case and is handsomely streamlined to give you that Classy Look wherever you go. Hurry! Order Now!
No. W-907—Low Price..... **\$4.95**



THE ACE

Feel and Look like a Million! Wear "The Ace!" This Genuine Imported Swiss Watch with handsome Leather Band is elegantly styled and perfectly timed. For the Right Watch and The Right Time order "The Ace" Today!

No. W-908—**\$6.95**
Price only..

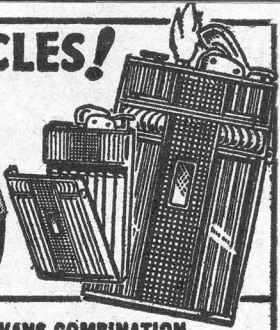
THE LINCOLN

Be the first in your set to wear this Wonderful Watch! this 4 Jewel Wrist Watch has a large Sweep Second Hand, Radium Dial, and a Genuine Nickel Chrome Case. See it! Wear it! Order Today!

No. W-909—**\$9.95**
Price only...

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Bargains in LATEST ARTICLES!



2-IN-1 SERV-U CIGARETTE ASH TRAY
Wonderful convenience for men and women. Keeps cigarettes fresh. Just a flip of the finger and cigarette pops out. Comes with Handy Ash Tray.
No. S-367—Bargain.....**\$2.49**

3-PIECE CARVING SET
Surprise your guests with the Stainless Steel Beauty of this gorgeous cutlery set. Knife, Fork and Sharpener. Lustrous IVORY handles. For the perfect Hostess. A very High Grade Carving Set you'll enjoy.
No. S-359—Only.....**\$2.98**

EVANS COMBINATION LIGHTER AND CIGARETTE CASE
For the well-dressed man or woman. Holds full pack. Lights with flip of finger. SILVER color finish.
No. S-360—Now.....**\$4.98**

PEN STYLE FLASHLIGHT

PEN STYLE FLASHLIGHT
Looks like a real fountain pen. Handy, convenient in emergencies. Comes in Handsome SILVER color finish with brite bulb encased in shiny red, plastic point. 2 long-life batteries. Safety clip. Always carry Flashlight with you. Order Now.

No. S-361—Only **79c**

HOLD-A-PAK
Just the thing to keep your cigarettes from crushing. Just place pack into this beautiful GOLD-color, fancy-tilgred designed case. A flip of the finger and cigarette pack springs open. A real beauty! Order Now and Always carry with you.

No. S-362—Bargain.....**59c**

HUNTING KNIFE AND CASE

Has sharp cutting edge and point. Leather hilt fits palm of hand. Highly polished Steel Blade. Handsome leather case. Wonderful for Hunting and Fishing. So useful to have with you at all times.

No. S-363—Only.....**\$1.95**

RITE-BRITE FLASHLIGHT

Handsome Chrome finished. Extra-thick glass throws brighter light beam further. Handy, time-saving—eye-saving flashlight. Comes with extra-strong batteries. A Super Quality Flashlight. You'll be glad you ordered yours.

No. S-364—Only.....**\$1.49**

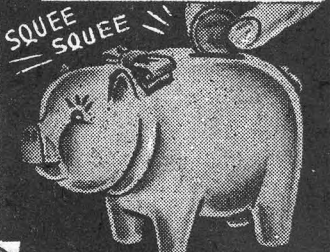
PENCIL LIGHTER

Writes and Lights! Use it as an automatic pencil or slip off the top and light your cigarette. In smooth, Brite SILVER color. Pocket-size for instant, handy use. Order one and Amaze your friends. You're sure to Attract Attention wherever you go.

No. S-365—Only.....**\$1.89**

PIGGY BANK
Fun while you save! Just drop a coin in the bank and the little pink plastic piggy squeals with delight. Special lock permits coin removal without breaking bank. Order this very latest Novelty Bank. Encourages saving habit. At same time gives you fun.

No. S-366—Special....**\$1.19**



PLASTIC TELEPHONE AND MONEY BANK

Fun for the whole family to save money. Looks, works and dials like a real telephone. Sturdy, white IVORY color.

No. S-358—Only.....**98c**

VANITY CIGARETTE CASE
Flashy GOLD-color Case. Smart DIAMOND-shaped pattern. Holds full pack of Cigarettes. Very stylish, elegant and attractive looking. A wonderful value.

No. S-368—Only.....**\$1.95**



AUTOMATIC WATER PISTOL

Looks like a real automatic. Squirts water 30 feet or more—as much as 150 times with one filling.

No. S-370—Only..**98c**



BRUSH & COMB KIT

In plastic-zipped compact bag. 2 nylon-bristle brushes and comb.

No. S-369—Bargain..**\$2.49**



SNAP-BLADE

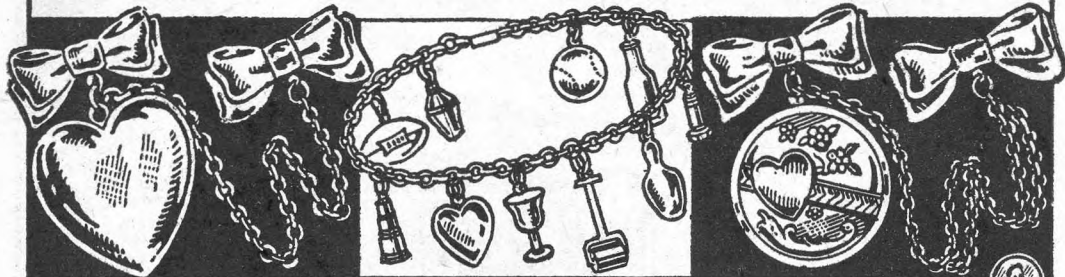
POCKET KNIFE

Here's a different Knife you'll be proud of. Just press button—Blade springs out. Extra High Quality.

No. S-372—Special....**\$4.95**

SAVE MONEY Send a money order, cash or stamps for the whole amount of your order and the Company will pay postage.
Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

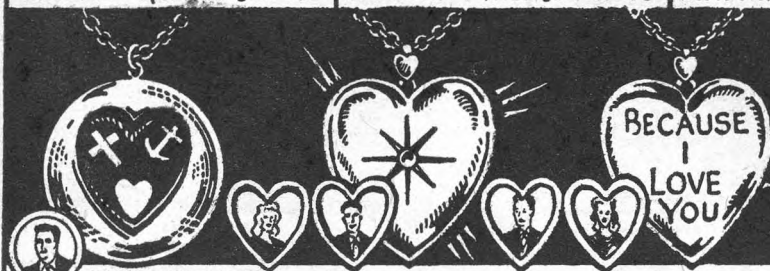
Sensational JEWELRY BARGAINS



"Golden Color Heart" Chatelaine
Wear this Exotic GOLD color Chatelaine on dress, coat or suit and be ready for Romance.
No. A-944. Special Bargain **49c**

"Lucky Me" Charm Bracelet
Snap this SILVER color Charm Bracelet on your wrist. Has 10 charms. Attract Attention! Expensive looking.
No. A-945. Bargain **\$1.49**

Loving Heart Locket Chatelaine
Stunning imitation GOLD Chatelaine. Gleaming heart design and opens to hold 2 pictures.
No. A-946. Now! Only **49c**



Faith, Hope & Charity Locket
GOLD color Locket of Faith, Hope and Charity. Attractive Locket has room for your pictures.
No. A-947 Only **98c**

"Star-Brite" Love Locket
Sparkle with New Loveliness! Glamorous GOLD color Love Locket. Exquisitely designed for 2 pictures.
No. A-948. Bargain **98c**

"My Love" Heart Locket
Wear this Gorgeous, Brilliant GOLD color Locket on your heart. Inscribed "I Love You."
No. A-949 Special **98c**

Friendship "Buckle" Ring
Wear this handsome Friendship Ring or give it to One You Love! 2 fiery imitation DIAMONDS.
No. R-562 Price Only **\$1.00**



"Birds of Paradise For Dress, Coat or Suit
2 adorable SILVER color Love Birds side by side on branches of Multi-colored settings.
No. A-950. Special **89c**



BIRTH MONTH SET

Exciting accent for your outfit!
Just pin this miniature Knife, Fork and Spoon on dress, suit or coat and Win Attention!
No. A-952 **\$1.98**

Your very own Birthmonth Set!

Extra-Large, imitation Birth Stones gayly mounted on Exquisite GOLD color settings. State Birthmonth.
No. A-953C Now! **59c**



"TOKEN of LOVE" PIN
Glistening GOLD color Pin in beautiful-studded and hand design.
No. A-951. Special **98c**



Brilliant Necklaces
12 scintillating imitation DIAMONDS and Flashy Center Brilliant in SILVER color setting.
No. A-954. Bargain **\$1.29**

LORDS PRAYER RING

STERLING SILVER
Wear this Genuine STERLING SILVER Ring with Prayer of Our Lord. Beautifully embossed effect shank. Send finger size.
No. R-563 Only **\$1.65**



SAFE GUARD KEY

Wear this Key around your neck or in pocket or purse. Many keys are worn for Love, Luck, Wealth, Protection and Happiness. We, however, make no such claims whatsoever, but offer solely as a novelty.
No. A-955 Only **49c**



SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

AMAZING JEWELRY BARGAINS

98¢ EACH

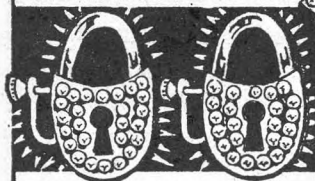
SPARKLING EARRINGS

14. Multi-colored imitation Rubies, Diamonds and Emeralds on Gold-color setting. No. E-379—Only 98¢



"TWIN CROWN" EARRINGS

Attract Quick Attention! Designed like a Jeweled Crown. Holds 48 fiery Brillants. No. E-381.... 98¢



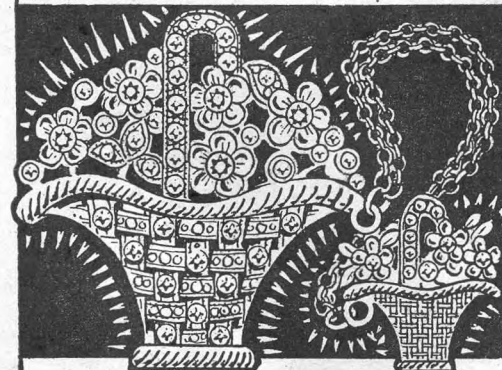
"LOVE LOCK" EARRINGS

Hold his Attention! Guard your love! Wear these Imitation DIAMOND Earrings. No. E-383... 98¢



"DOVES OF LOVE" CHATELAIN SET

On wings of gay, glamorous "Doves of Love" pattern is the design of this Enchanting Chatelaine set mounted with glittering Brillants. No. A-874.... 98¢

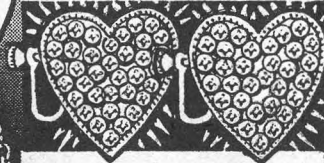


"FLORAL BASKET" CHATELAIN SET

The Sparkle of multi-colored Brillants accentuate Gold color of this floral designed basket. Note its exquisite filigree pattern. Wear it tonight! No. A-876—Special 98¢

"LOVE RAY" EARRINGS

Glamorous looking. 18 Large Flashing Sparklers in Gold-color mounting. No. E-380—Only..... 98¢



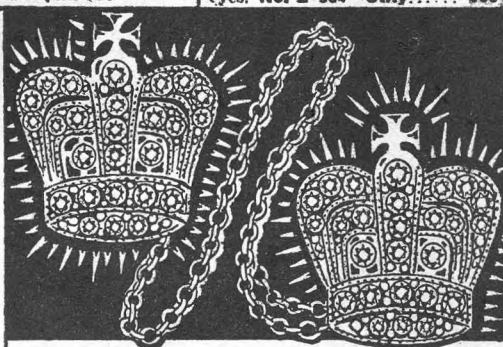
"Heart O' Love" EARRINGS

Brilliant GOLD-Color Earrings set with flashing Brillants. No. E-382—Only..... 98¢



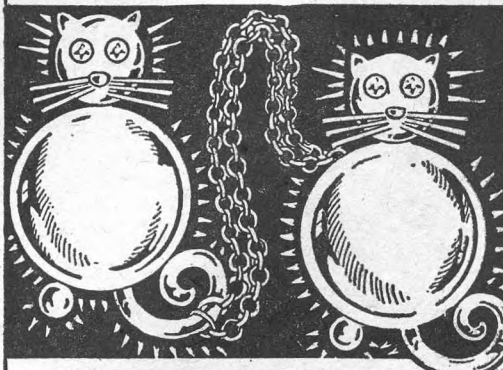
"Doves of Love" EARRINGS

Lovely! Glamorous: Imitation Sapphires on wings of Birds. Ruby-color eyes. No. E-384—Only..... 98¢



"TWIN CROWN" CHATELAIN SET

Delight in the Beauty of this Unusual Chatelaine Set. Mounted on Brite SILVER color and glistening in the Royal Splendor of Crystal-clear Brillants. No. A-875. 98¢



"PERSIAN CAT" CHATELAIN SET

A stunning addition to any outfit! Crafted to resemble two Persian-like Cats. Set with imitation Rubies that gleam like a cat's eyes. No. A-877—Excellent Value for. 98¢

SAVE MONEY Send a money order, cash or stamps for the whole amount of your order and the Company will pay postage.
Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**



Sensational ELECTRIC BOW TIE

Be the talk of the town! Good Looking by day! Surprise at night! Comes with pocket battery. Press button and Tie lights up.

No. S-336—Special.....\$1.98

MEN'S 5 PIECE SET

Only \$1.98



BIG—5 SPECIAL VALUE

Look What You Get! A Snappy GOLD color Key chain, Expensive-Looking Gold color Collar pin and Tie clip set with Ruby-red center Brilliant, Beautifully designed Men's Billfold, plus a Genuine Windproof Lighter that works like a charm. Order while supply lasts.

No. A-301C—Bargain for all....\$1.98

GENTS STICK-PIN and RING



RICH LOOKING
Blazing Imitation **DIA-**
MONDS in Silver color
Stick-Pin match the
fiery luster of the Dress-
ing Ring with its spark-
ling center Brilliant.

No. A-302C.....\$1.95

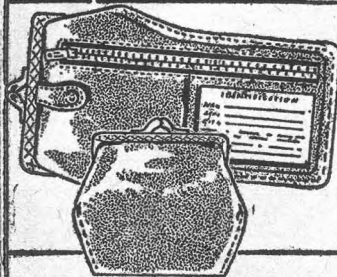
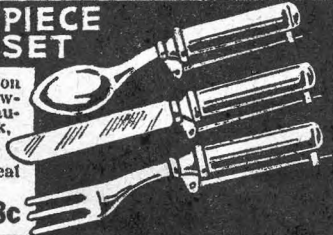
—Both.....\$1.95

LATEST 3 PIECE COSTUME SET

Watch the Attention
you get from this New-
est Costume Set. Beau-
tifully fashioned Fork,
Knife, and Spoon in
highly polished Gold
color design for real
beauty!

No. A-303—.....98c

All for.....\$1.98



LADIES' BILLFOLD-PURSE

The latest in Morocco Ramskin! Looks
like regular purse, closed. Open—it's a
smart, new Zipper Billfold for coins
and papers and money.

No. S-337—Special.....\$2.95

PERFUME and SACHET



GOOD LUCK BRAND

Always carry alleged Good Luck
Sachet Powder on your person.
And just a few drops of this tanta-
lizing perfume Attracts Quick At-
tention.

No. S-339—Both only.....98c



HANDY HAIR- CUTTING 3-PIECE HOME BARBER SET

Saves Time and Money! Includes adjustable
hair Clippers, durable, keen-cut Scissors and
tapered Barber Comb. Fine for whole family.
Cut and trim hair at home.

No. S-338C—Bargain for All.....\$2.98



DIXIE SWITCH EXTRA-LONG POCKET KNIFE

Sturdy and Serviceable! Sharp, full
mirror Blade with nickel-polished cap
and bolsters. Full 5" Long when closed.
Handy—Dependable—Has many
uses. Very finest Quality.

No. S-340. Special.....98c



3 HEAD SNAKE

RING—Glittering Red

Brilliants in eyes. 98c

No. R-523—Only.....98c



Alleged Good Luck

Ring — Horseshoe

design around 4-Leaf

Clover. No. 98c

R-524—Only.....98c



SUPER JACK KNIFE

3 1/2" Double Blade. Serpentine
Pattern. Fancy Handle.

No. S-341—Special.....98c



GRAY HAIR PENCIL

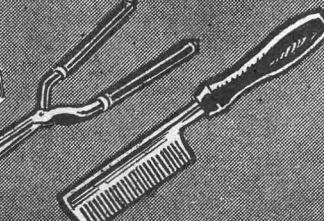
Hide away ugly gray hair that
makes you look older. Moisten
and rub on gray spots.

No. S-342—Only.....25c



Marcelling-Curling Iron
High quality, Blue Steel
finish. Strong, roll-
ing Handles.

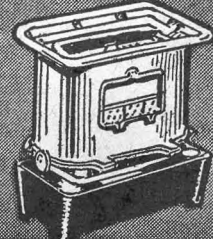
No. S-343—Only.....\$1.48



Straightening Comb
Straighten Hair Extra-der-
able. Curved Teeth.

No. S-344—Regular.....98c

No. S-345—Ext. Heavy.....\$1.49

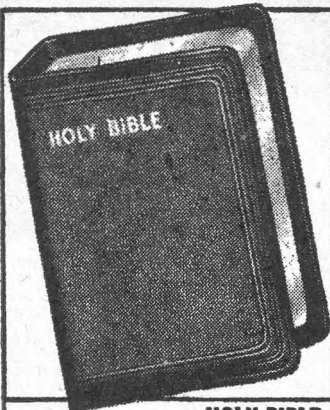


Genuine Heating Stove
Keeps combs at right heat,
works fast with kerosene.
Easy to clean.

No. S-346—Only.....\$3.75

Q. O. D. ORDERS

If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.



HOLY BIBLE

Here's a Bible you should be mighty proud to own. Bound in Rich looking Leatherette, Has Large, Easy to read type and family register. Order Today!
No. L-812—
Special Price.....**\$1.95**



2 in 1 Lighter and Cigarette Case

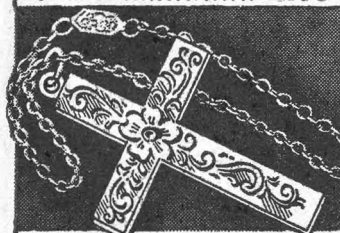
Handsome Plastic Cigarette Case holds full pack. Built-in Lighter has new safety fire guard. Saves hunting for cigarettes or lighter. Fine gift.
No. S-828 New Only.....**\$1.49**

LOVE ME ALWAYSTM PERFUME and SACHET



THE EXOTIC FRAGRANCE

of this Perfume and Sachet Powder makes this Combination an appealing invitation to Romance. He may fall in love with you because of the enticing sweet fragrance.
No. ST-827 Both Only.....**98c**



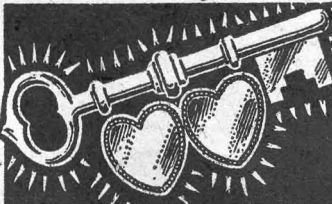
BEAUTIFUL GOLD Color CROSS and CHAIN
Wear this attractive Cross and Chain any place, any time. GOLD color Cross enriched with fine filigree design.
No. A-864.....**98c**

Perfume LAMP



"SWEET LITE" PERFUME LAMP

Keep your home smelling sweet at all times! Just light the Perfume Lamp for a few minutes and let the heavily scented perfume leave your home with a fragrant aroma that everybody likes.
No. LT-809—
Bargain.....**\$1.49**

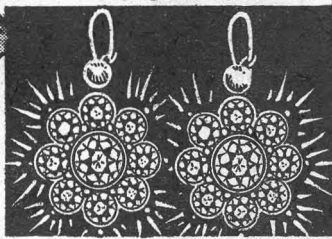


"KEY TO MY HEART" PIN

Elegant is the word for this Superb piece of smart jewelry—yet this luscious Pin is priced so low.
No. A-736—Bargain Only....**49c**



"NIGHT-LIFE" Glow-in-the-Dark GARDENIA
Looks so natural and life-like by day—Glow with mysterious light by night.
No. S-802—Gardenia.....**98c**
No. S-801—Orchid.....**98c**



FOLLOW ME EARRINGS

Attract your Loved One with these Brilliant Earrings. 7 Flashing Sparklers on each earring.
No. E-304—Bargain Only....**98c**



LOVE-MAKING SPECIAL—3 BOOK SET

Do you want to win and hold the love of others? Many people would like to be able to gain the affection of the opposite sex but don't know how to go about it. Here are three books that give you information about wooing, winning and holding the one you adore. Get the inside facts of making Love; how to write Love Letters; how to Kiss! Titles: 1—The Art of KISSING; 2—Modern Love Letters; 3—How to make LOVE.
No. L-810—Set of All 3 Books Only.....**98c**



COURTSHIP COMBINATION

Here is a Big Bargain that should help in Love and Romance! Contains lovely sweet smelling "Hug and Kiss Me" Sachet Powder, and Perfume and the book "How to Make Love".
No. LT-810—All 3 for **98c**



SEND ALL ORDERS TO KING NOVELTY CO. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Men's LARGE NOVELTY Rings



TRIPLE BRILLIANT BUCKLE RING

GOLD Plated on Sterling Silver. Surprising in Design! Unusual in Size! Sparkling Imitation Diamond is set between 2 RUBY color Brilliants on heavy-weighted mounting. Amaze your friends with its handsome glittering beauty! No. R-525—Special..... \$2.98



SKULL and CROSSBONES RINGS

Sensational New Design! Alleged Lucky Skull and Crossbones crafted in heavy Lustrous Bronze color with flashing Brilliant Green eyes. Mounted on extra-heavy setting. Amaze your friends. Wear it always. No. R-526—Only..... \$2.98



INDIAN CHIEF'S HEAD RING

Wear this man-sized ring of rare Indian-like Beauty! Designed with colorful Bronze Head Dress on EXTRA HEAVY color setting. For Dress or Sport. A real flash for any occasion! No. R-526—Only..... \$2.98



EXTRA-LARGE HORSESHOE RING

Wear this Ring with alleged GOOD LUCK Horseshoe. A good ring to wear at all Sports Events. Extra-large Flashy Horseshoe Ring. Handsome EXTRA Heavy mounting holds Horse Head inside Heavy lustrous Horseshoe! A real eye-stopper! No. R-527—Bargain..... \$2.98



"Triple-Brilliant" MAN'S RING — Styled for men who know value! 3 Glittering Imitation DIAMONDS handsomely mounted on gleaming Genuine STERLING Silver. No. R-533 \$3.95 Only..... \$3.95

"Big Man" RING who likes his Rings Extra LARGE and Flashy! Glistening 1/20-12 Kt. GOLD filled mounting holds red color Brilliant with 2 Imitation Diamonds. No. R-534 \$3.95



HONORABLE DISCHARGE RING Prove your Patriotism! Show the people that count this Brite-Outstanding Genuine STERLING Ring with Honorable Discharge Insignia and see the difference. No. R-535..... \$1.98



SPECIAL STYLE MAN'S RING Truly Expensive-Looking! Handsomely crafted in Genuine 1/20-12 Kt. Gold filled with Sparkling Wine-Red Ruby color Brilliant. No. R-536—Bargain..... \$2.95



MEN'S DRESS-UP RING Extra-Fancy! Extra-Large! Be Proud to Wear this Handsome Ring with GOLD plate on Sterling with sparkling Imitation DIAMOND set on Amber-hued mounting. Watch the folks sit up and take notice! No. R-529—Bargain..... \$2.95



DOUBLE Brilliant RING The Ring every Man should Wear! Heavy STERLING SILVER mounting set with two Large flashing Brilliants. Wear it wherever you go and Attract the Important people with its High-Class Appearance! No. R-530—Special..... \$2.95



MEN'S BIG SPARKLING RING—Looks like a million! Amaze your friends with the sparkle of this Classy Ring. Heavy STERLING SILVER mounting holds Large, Fiery White flashing Sparkler surrounded by 10 glittering Brilliants! No. R-531—Only..... \$3.95



DOUBLE FLASH RING In a class by itself! Especially designed for the Man who likes Handsome Jewelry! Has Large Red and White, Fiery Sparkling Brilliant, set in GOLD-plate on STERLING mounting. No. R-532—New..... \$3.95

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

VERY LATEST

COSTUME JEWELRY



"GOLDEN LOVE"
COCKTAIL BRACELET

Exquisitely fashioned with 4 Attractive Blue Sparklers surrounded by 20 imitation DIAMONDS on GOLD-color expansion Band.
No. A-917.....Only \$1.95



"THE PRINCESS"

GOLDEN Color Link COCKTAIL BRACELET

30 imitation DIAMONDS around Huge tear drop and 7 smaller red Brilliants. GOLD-color link band. Very alluring and charming.
No. A-918.....Bargain \$1.95



"LOVE QUEEN"

COCKTAIL BRACELET

Glory in the 4 Nile - Green Sparklers and scintillating imitation DIAMONDS Brilliants. GOLD-color Expansion Band. Order now.
No. A-919.....Now \$1.95



MOON and LOVE BIRDS

"MOON-BIRD"
Chatelaine and Earring Set

You'll gasp with Joy at this 22 K. GOLD-plated set. 30 imitation DIAMONDS. Birds in pattern of RUBY-Red Brilliants.
No. A-920.....Only \$1.95



"FOUNTAIN-BIRD"
PIN and EARRING SET

Magnetize him to your side when you wear this Gorgeous 22 KT. GOLD plated set. In Exotic pattern with Brite imitation DIAMONDS, gleaming with red and blue Brilliants. Gift Boxed.
No. A-921...Now \$1.65

ALL for \$1.65



"MARDI-GRAS"
CHATELAINE and EARRING SET

Two Gay Gilded Figures in Brightly-studded costumes. Earrings and Chatelaine to match. In Gift Box.
No. A-922.....Only \$1.65



"CROWN-KEY"
Chatelaine & Earring Set

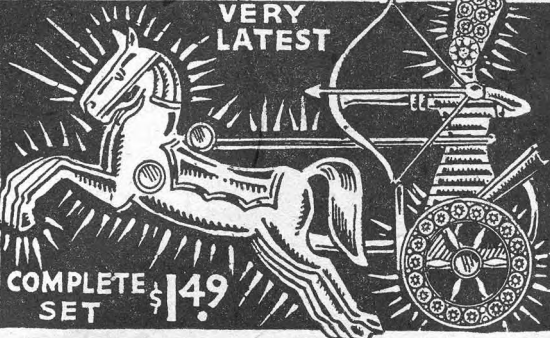
22 KT. GOLD plated Crown and Key have 40 vari-colored Sparkling Brilliants. Matching Earrings in Exquisite pattern of 24 circular-style imitation DIAMONDS. Gift Boxed.
No. A-923 Bargain \$1.65

LOVE CHARIOT EARRINGS and PIN SET

DON'T DENY YOURSELF THE PLEASURE OF WEARING THIS AMAZING 22 KT. GOLD PLATED SET!

It's heavenly! Chariot, horses, Archer and wheels glitter with 10 imitation DIAMONDS and 21 imitation RUBY Brilliants. Red Sparkling Earrings are fashioned in Matching Wheel Design. Gift Boxed!

No. A-924.....Now! \$1.49



VERY LATEST

COMPLETE SET \$1.49

ACCESSORIES for MILADY

Sun-Brite Chatelaine and Earrings Set

Look Lovely with this attractively matched set. Brite-colored centered brilliants surrounded by imitation Diamonds.
No. A-865—\$2.49

Crown Chatelaine and Earrings Set

Fit for a Queen! Pink Gold color setting enhances the Emerald or Ruby colored Brilliants and Bright white Sparklers. Attracts great attention!
No. A-866—Price \$1.95

FLAMINGO DRESSY PIN

Wear your Flamingo Dressy Pin for Glamour & Romance! Bright Gold-colored Brilliant-studded pin that glitters and gleams. Dresses up your whole appearance.

No. A-867—**\$1.19**
Price Only...

FLOWER BASKET PIN

New Jewelry for Glamorous You! You'll adore its Brite Gold color—its gorgeous basket design of white Sparklers and Ruby-colored Brilliant. Wear this Flower Basket Pin and be delighted.

No. A-868—**\$1.19**
Special Only

VERY FINE FRENCH TYPE PERFUME



Long Lasting FRAGRANCE
Smell Sweet and Alluring when you're with the one you love. He should Adore you all the more when you surround yourself with these extra-sweet, very strong fine French Type Perfumes. See for yourself what a difference these longer-lasting perfumes can make in your social life.

- No. 1—Night of Love
- No. 2—Love Blossom
- No. 3—Love's Dream
- No. 4—Love Spell
- No. 6—True Love
- No. 7—Real Love
- No. 8—Love Spell
- No. 9—Kus-Kus
- No. 10—Love Forever
- No. 11—Moments of Joy
- No. 12—Key to My Heart

Order by Number Now!
60c each or
Any 3 for... **\$1.20**



"LOVERS DELITE" PIN AND EARRINGS SET

Lustrous Petals of Pink GOLD color surround a multitude of scintillating imitation Diamonds in lovely contrast to the sparkle of the Wine Red centered Brilliant. Exquisite matching earrings that glimmer with each turn of your pretty head. Win admiration! Order your "Lovers Delite" Pin and Earrings Set Now!

No. A-869—**\$1.98**
Bargain Price for all

C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

TRUE LOVE EARRINGS

Hold his Love with these gorgeous SILVER colored Earrings in lovely pattern. Each earring glamorously set with 7 Sparkling imitation DIAMONDS.
E-357 Price...\$1.29

ATTRACTIVE "Beauty" Earrings

What stunning Beauties! Here are Expensive-looking SILVER colored Leaf shaped Earrings set with 7 glistening Sparkling Brillants.
E-359 Price...\$1.29

ALL EARRINGS on this PAGE Only \$1.29 PAIR Latest Styles

"Double Triangle" Sparkling Earrings

Be the first in town with these Glistening Earrings - 12 Lustrous imitation DIAMONDS set in Exquisite SILVER colored Double Triangle pattern. Real Modern looking. A Real Bargain
No. E-358 Price...\$1.29

"STAR-BRITE" EARRINGS

Be a Star Tonight! Earrings come with Large shimmering imitation PEARL surrounded by 8 Glistening Brillants. Look desirable.
E-360 Price...\$1.29



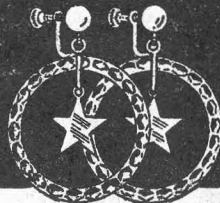
"SWEETHEART" HOOP EARRINGS

A Sensational Romantic Hit! Exquisite heart in GOLD plated on GENUINE STERLING SILVER. He's sure to admire them on you. Special for pierced ears.
No. E-361 Price...\$1.29



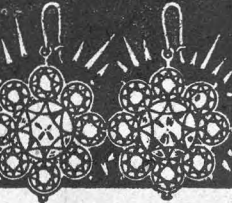
"GOLD PLATED" HOOP EARRINGS

You'll be delighted with this handsomely designed, GOLD plate on STERLING SILVER Earrings. With shiny cross in Hoop. Nearly everyone will turn to look. For pierced ears only.
No. E-362 Price...\$1.29



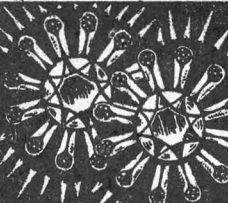
"DOUBLE STAR" HOOP EARRINGS

As luscious a set we ever did see! Here is an unusual Bargain in Attractive-looking Jewelry. GOLD-color pattern. So elegant they dress up all your costumes.
No. E-363 Price...\$1.29



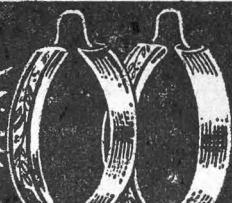
FOLLOW ME EARRINGS

Look like a Goddess with these Super - Smooth Earrings! Sparkling Brilliant encircled by 8 Brillants with GOLD plated STERLING SILVER earwires for pierced ears.
No. E-364 Price...\$1.29



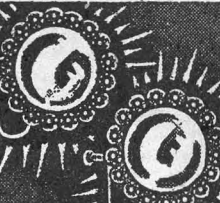
"Sun Burst" Earrings

Be a standout wherever you go. Each earring has imitation DIAMONDS around huge lustrous Brilliant or Gold color background. Assorted colors.
No. E-365 Price...\$1.29



"LOVABLE" GOLD PLATED HOOP EARRINGS

Look inviting to the opposite sex with these luscious scroll-designed rolled GOLD plate earrings. For pierced ears. Should last and last.
No. E-366 Price...\$1.29



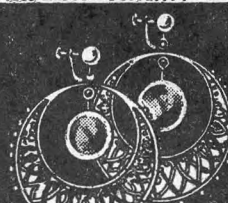
ATTRACTIVE LOVE CLUSTER EARRINGS

An Extra-Fancy Number! Large imitation PEARL surrounded by cluster of 14 Brite Sparkling Brillants to give you that very classy appearance.
No. E-367 Price...\$1.29



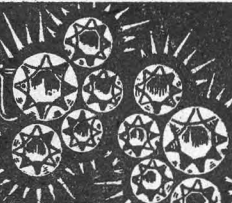
GLAMOUR GILT LEAF EARRINGS

Attractive, Brite Yellow GOLD color Leaf Design with 7 Glistening imitation DIAMONDS to help you look so lovely wherever you go.
No. E-368 Price...\$1.29



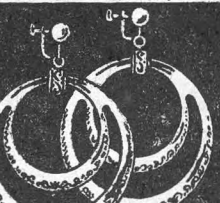
"MAID OF BAGDAD" HOOP EARRINGS

Be Exotic from now on! See the Large imitation PEARL in center of hoop with unusual GOLD color Oriental lattice design for glistening beauty and captivating glamour.
No. E-369 Price...\$1.29



"BRILLIANT BEAUTY" EARRINGS

Five Extra-Large Exciting Brillants arranged in a Romantic pattern that should Attract Much Attention to yourself from the opposite sex.
No. E-370 Price...\$1.29



"PRINCESS" DOUBLE HOOP EARRINGS

You'll feel like a princess with these beautiful-looking Very Large GOLD color earrings with their Extra-Fancy scroll-design in Gold color sheen Double Hoops.
No. E-371 Price...\$1.29



Skyrocket Earrings

Brite Yellow GOLD color shooting star effect with 6 Glistening Brillants. In assorted colors for that individual Glamorous and Attractive Appearance.
No. E-372 Price...\$1.29

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KING NOVELTY CO.

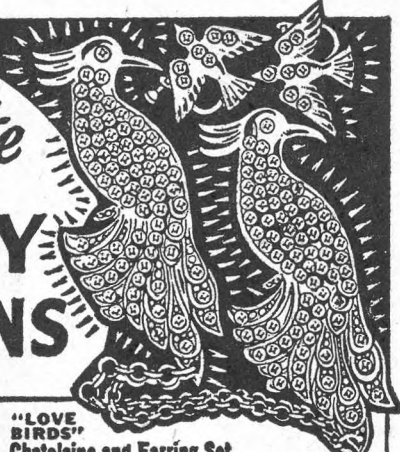
2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Exquisite JEWELRY BARGAINS



"LOVERS' CHOICE"
Cocktail Bracelet and Earrings
Give Yourself wonderful Love Inspiring Appearance! Glistening GOLD color COCKTAIL Bracelet and matching Earrings lavishly mounted with imitation RUBIES and DIAMONDS.
No. 2A-886—All 3 Now!... Only **\$1.98**

\$1.98 ANY SET



"LOVE BIRDS"
Chatelaine and Earring Set
Star-sprinkled with the scintillating white fire of numerous glittering imitation DIAMONDS on SILVER color mounting.
No. A-891.....Special **\$1.98**



"FAST LOVE" NECKLACE AND EARRINGS SET

Be the Top Hit with the Top Men! Wear this exquisitely-styled outfit today! Rope-designed necklace holds exotic center-piece covered with 66 imitation DIAMONDS on shiny GOLD color mounting. Beautiful Earrings to match. Order Now and Bring Yourself Closer to LOVE
No. A-957 **\$1.98**

ALLEGED GOOD LUCK 4 LEAF CLOVER PIN AND EARRING SET

Here's the set that should make your Men friends sit up and take notice! 4 Leaf Clover Pin and Matching Earrings lavishly set with sparkling fiery brilliant studded imitation DIAMONDS and SAPPHIRES on gleaming GOLD color.
No. A-958 **\$1.98**

Lovers Knot 22 KT. GOLD PLATED

Pin and Earrings
22 KT. GOLD PLATED. Flashing Follow Me pendants dangle from Lovers Bowknot. Exciting white sparklers contrast the 4 imitation EMERALDS daringly mounted in beautiful filigree design. Matching Earrings included.
No. A-959 **\$1.98**

ALLURING "Ballerina" Pin and Earring Set

Here is the Very Latest in Costume Jewelry! Heavenly 22 KT. GOLD PLATE mountingsprinkled with lots of many-colored imitation RUBIES, DIAMONDS and EMERALDS. Earrings alluringly styled to match pin. Look bewitching. Order Now
No. A-960 **\$1.98**



"QUEEN OF LOVE" PIN and EARRINGS

Here's the Newest of the New. Brite Shiny 22 KT. GOLD PLATED gorgeously set with Brilliants and gleaming imitation RUBIES and SAPPHIRES. Wear this Crown-designed set now!
No. A-961... Only **\$1.98**



LATEST NOVELTY PIN and EARRING SET

Different! "Cat and Goldfish Bowl" Set! Genuine 22 KT. GOLD PLATE mounting with 2 Rows of White and Blue Sparkling Brilliants. Matching Earrings
No. A-962... Bargain **\$1.98**



WE GUARANTEE SATISFACTION OR YOUR MONEY BACK

Amazing Values. PRICED LOW!



"PALM BEACH" BILLFOLD
All-around zipper Billfold you'll be proud of. Embossed Bathing Beauty picture. Holds coins, bills, identification cards, 2 transparent windows.
No. S-881—Only.....\$1.98

"BIG SPORT" ZIPPERED BILLFOLD
Two-toned Brown and Tan Saddle Finish. All around zipper. Embossed pictures of latest sports in vivid action. Room for coins, bills, identifications.
No. S-882—Special.....\$1.98

"HULA-HULA GIRL" BILLFOLD
Handsome Brown Saddle Finish. All-around zipper. Snappy picture of Hawaiian Dancin' Girl. Holds coins, cards, bills. 3 windows.
No. S-883—Big Bargain....\$1.98



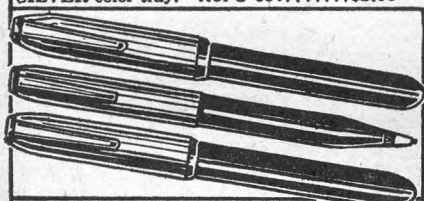
"IMPERIAL" 3-PIECE PERFUME SET
Extra-Strong perfume for Love! Extra-Lovely set for your dresser. 2 fancy vials on mirrored SILVER color tray. **No. S-884.....\$1.98**



GAZING CRYSTAL
Often used by Mediums and Spiritualists for Alleged Fortune Telling.
No. S-885—Only...\$3.98



"HEAVENLY LOVE" COCKTAIL BRACELET
Thrill him with the glitter of the White-Fire Brilliants around imitation RUBIES. GOLD Color setting. Expansion Band.
No. A-1009—Bargain! Only.....\$1.49



3-PIECE PEN AND PENCIL SET
Handsome Ball-Point Pen, Regular Pen and Mechanical Pencil—all three in one set! GOLD, SILVER and EBONY colored design.
No. 2S-886—Low Priced!.....\$1.98



LADIES' COIN PURSE
Holds pennies, nickels, dimes and quarters — even bills — for quick use. Natural Tan. Snap fastener. Carry in Hand-bag. Very Handy.
No. S-887.....98c



Love-Me-Tonight Perfume
Surprise and please the opposite sex with this daring perfume. A rich tropical scent that is very alluring, very glamorous.
No. V-259.....\$1.00



ELECTRIC AND BOW TIE SENSATION
Be the Big Hit of the party. Here's the Surprise Novelty of the year! Set consists of Bow-tie and 2 flowers, one for man's lapel and one for your girl's hair. All light up with pressure of finger. Wonderful fun.
No. S-890—All for only..\$2.98



SQUIRT RING LOTS OF FUN
You'll get a real thrill when you see this Squirting Ring in action! Just show ring. As folks admire—press bulb and squirt water in face. Order now.
No. S-888—Special. 49c



HOW TO MAKE LOVE—ASTROLOGY
Here are 3 Unusual Books. Get information—amazing ideas—then use them for your own pleasure. **HOW TO MAKE LOVE** purports to reveal art of love-making. **ASTROLOGY** teaches Signs of the Zodiac. **FORTUNE TELLING BY CARDS** explains famous alleged methods of reading fortunes with cards. Read and Enjoy them!
No. L-807-C—All 3 Books.....\$1.29



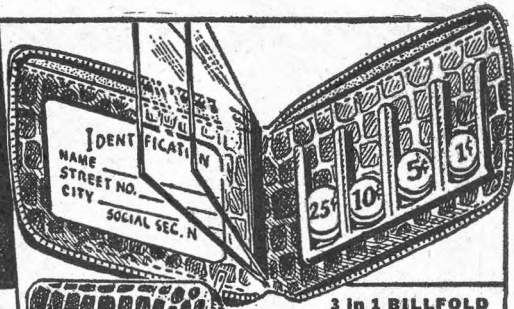
FORTUNE TELLING CARDS
Do you crave knowledge of the future? Wise men want to know what fortune is in store for them. You, too, may amuse yourself and friends with these fascinating cards. Follow simple directions for hours of pure enjoyment!
No. S-814—Now! Only....98c

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

FRIENDSHIP RING and POCKET PIECE



FRIENDSHIP RING AND POCKET PIECE
Wear this fine Hand Clasp symbol of Friendship and Love ring. Carry the alleged Good Luck Charm. You're Never "broke" with this piece. **79c**
No. A-898C—Both.....



3 in 1 BILLFOLD
Brown Alligator-style with built-in Special Coin Holder, your own Identification Card and All-Around Zipper.
No. S-831—Only... \$1.95



PEN and PENCIL SET

A Sensational Bargain! The pen and pencil set you've been waiting for! Streamline-designed. Very High Quality. Both trimmed with Gold color.
No. S-832... \$1.98



3-PIECE DRESSER SET

FOR PERFUME AND POWDER
Rich-looking, gorgeous 3-Piece Dresser Beauty Combination. Fancy jar for your powder and 2 gorgeous Bottles for perfumes. You'll love this set.
No. S-833—Special, All 3 for... \$1.49



TRUE LOVE GUIDE
For Lovers and Married Folks. Tells How to Woo, Win and Hold. Gives inside story of Love and Love-making. **49c**
No. S-834—Only.....



"SWAN" Chatelaine and Earring Set with "Love Forever" Perfume
Beautiful, Brilliant-studded Gold color set. Sparkling Swan design. "Love Forever" Perfume is exotic and powerful. Wear with Pin and Earrings.
No. A-899C—All only... \$2.44



HOW TO DANCE
Make a Hit with the Opposite Sex! This new guide teaches you the very latest Dance steps at home.
No. S-835—Only..... 49c



LOVER'S SECRET COMBINATION
Learn the Art of Love—its Secrets and Delights! Enjoy the Sweet Fragrances of Lucky Sweetheart alleged Good Luck Perfume and Sachet.
No. L-803C—All 3 only... 98c



BIRTH MONTH BRACELET AND EARRING SET
Thrill to the dazzling sparkle of the multi-colored Briliants as they glisten on your pretty wrist and ears. Beautifully matched set that attracts attention. State Birth Month.
No. A-900—Both..... \$1.49



BLACK CAT Brand Candles

CANDLES have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us Candles have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Red for Victory; Blue Candles for Love; Yellow for Money; White for peace and to Uncross; Black Candles for Invoking Spirits.

WICK ANOINTING OIL **FREE OF EXTRA COST**

One Book tells us that Six Red Candles have been used to Win In Love. 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our **BLACK CAT BRAND CANDLES**. We make no claims that these should be burned for **LUCK** Purposes, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen.

COLORS—Red, Green, Black, White, Yellow, Blue, Orange, and Pink.

No. A-311—Two Candles (Give Color). Price. 25c

No. A-311B—1 Doz. BLACK CAT Candles in Box (Assorted Colors). Only \$1.00

Candle Wick Anointing Oil with each Dozen.




LUCKY MO-JO Brand Candles

CANDLE BURNING is an old custom lived since Biblical Times. In the Church **CANDLES** have been burned at High Mass, Baptism, etc. We believe that many people derive great satisfaction in **BURNING CANDLES** for any purpose according to their own Heart's Desire. **LUCKY MO-JO BRAND CANDLES** are made from the Highest Quality Ingredients, and are guaranteed to give Good Satisfaction. Because the **BURNING OF CANDLES** has been associated with Mythology, Superstition, etc., we thought it would be amusing to our customers to receive a **Zodiacal Reading** with each Box of **LUCKY MO-JO Brand Candles**. We have also assorted these Candles in our selected special **COLORS** for any particular Birthmonth. We do not claim that the burning of Candles with these **COLORS** has any special significance, but thought our customers would be pleased in receiving an assortment of **CANDLES** as follows:

IF YOU WERE BORN IN

JAN.	—We furnish Red and Black Candles.
FEB.	—We furnish Yellow and Blue Candles.
MAR.	—We furnish Blue and Green Candles.
APRIL	—We furnish Green and Yellow Candles.
MAY	—We furnish Blue and Old Gold Candles.
JUNE	—We furnish Red and Blue Candles.
JULY	—We furnish Green and Black Candles.
AUG.	—We furnish Red and Yellow Candles.
SEPT.	—We furnish Old Gold and Black Candles.
OCT.	—We furnish Green and Old Gold Candles.
NOV.	—We furnish Yellow and Black Candles.
DEC.	—We furnish Yellow and Red Candles.

PRICE PER PAIR 50¢

STATE BIRTH MONTH

Order by **No. A-315..... 50c**

TWO EXTRA LARGE CANDLES IN BOX

FREE OF EXTRA COST ZODIACAL READING CHART



SEVEN DAY CANDLE SET

Enough Candles to Burn 7 Days and 7 Nights without stopping. One Dozen 15 Hour Candles with Ruby Glass. Enough Candles to burn one solid week. These Candles have been used for various Religious Purposes. In some homes candles are kept burning in Religious Devotion.

No. A-308 \$1.25



Bayberry Candles

A verse that comes with each Box of Candles is as follows: "A Bayberry Candle, Burned to the Socket, Brings LUCK in the House, Food to the Larder, And Gold to the Pocket." We make no claims that **BAYBERRY CANDLES** bring you **WEALTH, LUCK, or HAPPINESS**. Sold only as Very Fine-Quality Candles. Two Green color, Sweet Smelling **BAYBERRY** Candles are packed in a Pretty Box.

A-314—Price 35c

SAVE MONEY Send a money order, cash or stamps for the whole amount of your order and the Company will pay postage.

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**



VAN VAN OIL

A HIGHLY
PERFUMED OIL

VERY STRONG

Artist's Conception of person using VAN VAN OIL

THOUSANDS OF BOTTLES SOLD

Conjure Men, Spiritualists and so-called Voodoos, it is said, have had great faith in a so-called **VAN VAN OIL**. One book states that **Essence of VAN VAN** is the most popular Conjure drug in Louisiana. Many folks believe in the teachings of these alleged Savants. They believe that the **sprinkling of certain kinds of oil** around their Home or **Anointing their Body with the Oil** would bring **LUCK** or drive away Evil. It seems that the so-called **Conjure Doctors** have advised different people to use such an Oil in different manners, such as **Sprinkling the Oil** on a door step, putting the Oil on the clothes, handkerchief or **Rubbing on the Body**. We sell this highly perfumed Oil but make no claims that it will **Bring Luck or Drive Away Evil** or that it has any value for so-called conjure purposes. We sell only as a compound made up of certain oils in solution. We list this under the brand name **VAN VAN OIL** and sell to our customers as a very strong perfume and curio. **Thousands of bottles are sold**. Send 55c for your Bottle Today. It smells good in the bottle and good when you use it.

Order by No. A-202A.

Price including Tax Only ... **60c**

VAN-VAN Incense POWDERS

Incense is sometimes burned by some people while engaging in

SPIRITUAL RITES and SINGING OF PSALMS

You will certainly want to have a box of **VAN VAN Incense Powders** on hand in your home. Many people burn **Incense** with the **Ritual of Psalms**. They feel that when they pray and meditate in its sweet fragrance, their **Prayers are Answered Better**. However we make no claims to this effect. Some people believe that the burning of Incense **DRIVES AWAY EVIL** and invites **LADY LUCK** to smile upon them. We make no claims to this effect, but offer **VAN VAN Incense Powders** only as a highly perfumed Oriental type Incense. Order your **VAN VAN Incense Powder** Today!

Order by No. A-201A

Price only **50c**

ARTIST'S CONCEPTION OF INCENSE BURNING DURING SINGING PSALMS



FREE OF EXTRA COST
HI-JOHN
the **CONQUOROR**
ROOT

VAN-VAN COMBINATION OFFER

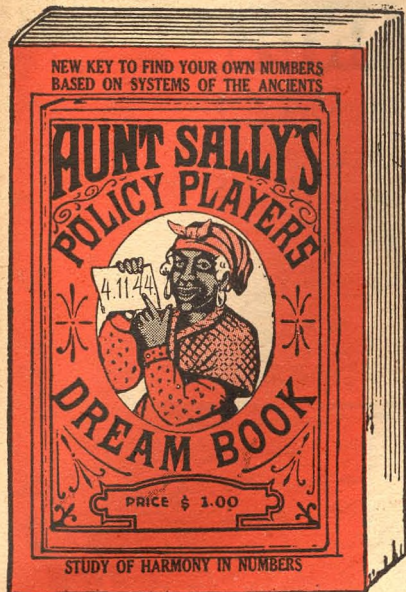
Order this special bargain now. You receive 1 **VAN VAN Incense**, price 50c; 1 **VAN VAN OIL**, price 50c; 1 **HI-JOHN the CONQUOROR ROOT**, regular price 50c; given **FREE** of extra charge. The **HI-JOHN the Conquoror Root** has been carried by some folks for a **Luck Piece**. It has been used for the purpose of drawing **Good Luck**. We do not sell for this purpose and make no claims that this Root or any of these articles will produce **LUCK**. The **HI-JOHN the Conquoror Root** is given you **FREE** of extra charge as a curio. Get the Incense, Oil and Root, all for the special price of only \$1.05.

Order by No. A-585. All for .. **\$1.05**

HOW TO ORDER

Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. When you want

order C. O. D. you pay postman amount of order plus postage. On C. O. D. orders for over \$3.00 send at least 50c deposit.



AUNT SALLY'S POLICY PLAYER'S BOOK

The Big Book of Numbers

This great book gives the Author's interpretations of Dreams and Numbers to which they apply,—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

SUMMARY OF CONTENTS

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Good Combinations to Play, Table for Finding Lucky Numbers, Numbers and Dreams of the Months, Numbers for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominoes and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

Order by No. B-605
Price Only.....

\$1.00



HI-JOHN The Conqueror Root

To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodooos claim that a person carrying a piece of this HI-JOHN the CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root.

Order by No. A-209.....Only
Three for Only \$1.00

50c

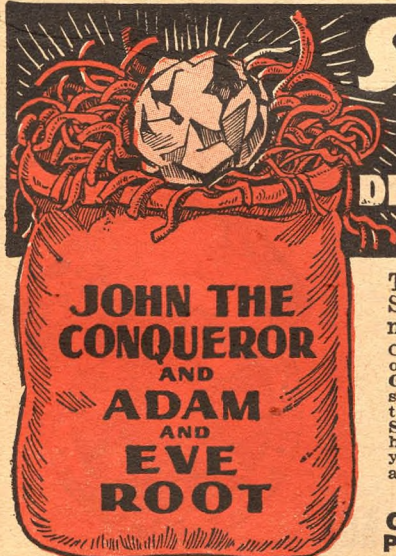


EGYPTIAN WITCH DREAM BOOK

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings — The Significance of Foretelling Future Events—Fortune Telling by Cards—Palministry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

Order by No. B-606 Price.....

30c



SOUTHERN STYLE HERB BAG DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

To Those of our Customers Who Might Want an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

Certain Voodooos, Witch Doctors, Fetish Worshipers, claim that a Bag of certain Herbs, worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry Luck Stones, Luck Roots, etc., on their person and many have attributed unheard of achievements to their particular Luck Charms. However, if you wish this specially prepared Southern Style Herb Bag we sell only as a Curio. Get yours NOW!

Dressed with Van Van Oil

Order by No. A-505

Price. Dressed with Van Van Oil.....

\$1.00

Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.

SUCCESS *Brand* WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doo is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Doo practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK, Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of SUCCESS Brand CANDLES. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

RED	No. A-301	1 Doz. In Box....	\$1.00
YELLOW	No. A-302	1 Doz. In Box....	\$1.00
BLUE	No. A-303	1 Doz. In Box....	\$1.00
BLACK	No. A-304	1 Doz. In Box....	\$1.00
WHITE	No. A-305	1 Doz. In Box....	\$1.00
GREEN	No. A-306	1 Doz. In Box....	\$1.00

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10c additional.



ONE DOZ. CANDLES
SPECIALLY MOULDED

FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. **\$1.10**

MO-JO *Alleged* LUCKY CURIO BRAND BOX



All for **\$1.00**

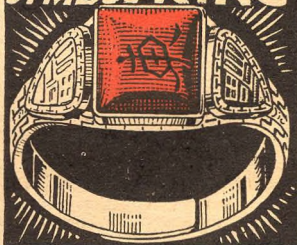
VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs,

Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Pelley, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LODESTONES were placed. We have prepared this MO-JO BRAND CURIO BOX which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curios, for only \$1.00, send your Order Today.

Order by No. A-500
Price Complete in Box. **\$1.00**

Alleged LUCKY OMEN SYMBOL RING

Get this Mystic looking Ring, with Chinese Symbol on stone. The Manufacturer of this Ring states that this symbol means "Good Wind," and the Chinese symbols on the side of the Ring designate "Happiness," and the entire meaning of the Ring means "Good Wind of Happiness," or a "GOOD LUCK" Ring. Many of our customers like to wear this Mystic, Weird Looking Ring, with flashy Red setting, designed with strange looking Chinese letters, and feel that it is a sort of LUCK Piece and Amulet. We have, therefore, given this Ring the name of alleged LUCKY OMEN RING, but we do not claim that it will bring LUCK, or have any supernatural effect. Be first to wear this Mystic, Unusual Ring. Send piece of string showing finger size.



Order by No. J-126 Price Only. **\$1.00**

LUCKY MO-JO *Alleged* GOOD LUCK COIN

Thousands of people are carrying POCKET LUCK PIECES from which they would not part for anything. The LUCKY MO-JO Alleged GOOD LUCK COIN may be just the thing you would also like to carry. On this Coin you will find designed some of the most famous emblems of LUCK as follows: Horse-shoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone, Happy-Go-Lucky, Lucky Luce, Blue Birds of Happiness, Indian Luck, Gypsy Luck, Lucky Mo-Jo Heads, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has LUCKY Properties and sell only as a curio. However, many of our customers have been pleased.

No. A-221
Price Only. **50c**



Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

BIG HAND BRAND CURIO

HI JOHN THE CONQUEROR ROOT

SALEP ROOT

MAGNETIC LODESTONE

SOMETIMES CALLED HAND ROOT

VAN VAN BRAND

BIG HAND BRAND

CURIO BAG

GOOD LUCK RING

MAIL THIS COUPON NOW SAVE MONEY!

THESE CURIOS PURCHASED SEPARATELY ARE VALUED AT \$3.00

Order By No. A-530

VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which Roots and Lode-stones were placed. This Outfit consists of a **BIG HAND Brand Curio Bag**, filled with **Lodestone**, **High John the Conqueror Root**, **Salep Root** that looks like a **HAND**, **Bottle of Van Van Brand Oil** and one alleged **Good Luck Ring**. We make no claims that these articles are Lucky or of any value as Job Getters, or **LUCK** Bringers, or that they possess any supernatural or extraordinary Power and sell only as Curios. If you want these \$3.00 worth of Curios for only \$1.49, Order Now by No. A-530. Enclose strip of paper or piece of string for Ring size.

\$1.49

LOOK ALLEGED LOOK

OLE' CONJURE MAN'S

RED FLANNEL BAG and Magnetic LODESTONE CURIO OUTFIT

ALL THIS FOR \$1.00

2 MAGNETIC LODESTONES

2 HORSESHOE NAILS

1 RED FLANNEL CURIO BAG

RED FLANNEL CURIO BAG

2 Genuine Magnetic LODESTONES

2 Genuine HORSESHOE NAILS

An old Conjure Man or Trick Doctor of the South used this Curio Charm consisting of a Red Flannel Bag, filled with Lodestone, Nails, and Hair. This has been claimed to ward off the Devil, to be a Good Luck Charm against HANDICAPPING and to PROTECT against other "HANDS." PROTECT against other "HANDS" meant, we believe, to ward off Evil intended by someone else. We sell two Genuine Magnetic Lodestones and two Genuine Horseshoe Nails in a genuine Red Flannel Bag only as a Curio and make no claims that these are LUCKY or have any supernatural or extraordinary Power or that they should be used for this purpose. If you wish this Red Flannel Curio Bag with TWO Magnetic Lodestones and TWO Horseshoe Nails you need not send money—just Order Now and tell us to send C.O.D. When package arrives pay Postman \$1.00 plus few cents Postage Charges. Remember you must Order by No. A-528 to get all for \$1.00. So please HURRY—Order Right Away.

Order by No. A-528

Price Only **\$1.00**

BIG SPECIAL LUCKY MOJO Brand OFFER

HER SWEET PERFUME ATTRACTS HIM

LUCKY MOJO INCENSE

LUCKY MOJO SACHET POWDER

LUCKY MOJO PERFUME

LUCKY MOJO INCENSE

THIS \$170 VALUE

ALL FOR ONLY **98¢** WITH COUPON

BIG BARGAIN

HERE is one of the BIGGEST BARGAINS we have ever offered. Do you like to burn Incense? Do you like SACHET Powder? Do you like Perfume? Well here's a Bargain for you. Just think you can now get one Package of **LUCKY MO-JO Incense**, worth 50c, one jar of **LUCKY MO-JO Sachet Powder**, worth 35c, one bottle **LUCKY MO-JO PERFUME**, worth 35c, and one alleged **LUCKY MO-JO Good Luck Coin**, worth 50c. Total Value \$1.70, but you can NOW get ALL for only 98c. Many people believe that the **Burning of Incense** will bring Good Luck. Many people like to carry a Pocket Piece with them all the time and hope that this will bring Good Luck. We make no claims that any of these articles will bring LUCK or Drive away Evil, or that they possess any supernatural or extraordinary Power, but we do have many customers who like them. If you want to get \$1.70 worth for only 98c Mail Your Order Today. If you wish you may tell us to send Order C.O.D. Just pay postman 98c plus few cents postage when he brings your package.

Order by No. A-539

All for Only **98c**

SEND ALL ORDERS TO

KING NOVELTY CO.

2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

HAVE GLORIOUS BEAUTIFUL APPEARING HAIR



BRASS TEETH

The Master Hair Straightening Comb—
Dress hair and Save.
Brass Teeth.
No. S-901—Only **\$1.49**

Poker Handle Hair Straightening Comb—
Temporarily Straighter Appearance.
No. S-902 Now! **\$1.39**

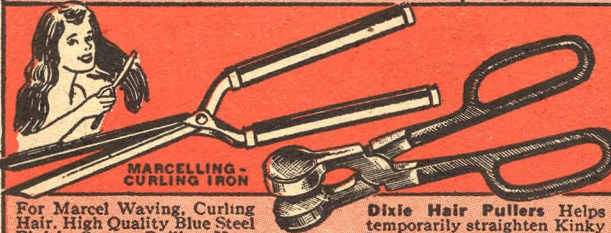


Hair Dressing Pomade
No. S-903
Only..... **49c**

Genuine HUMAN HAIR Styles

"Glamour Girl" PAGE BOY

Yes! Your hair can actually have a Longer, more Attractive Appearance with this "Glamour Girl" Page Boy Hair-Do! 12" wide, extra-thick, extra-long. Attaches easily! This Page Boy is a glamorous addition to add length to your hair appearance. **Black, Off-Black, Dark Brown.** State shade.
No. S-911
Special..... **\$2.95**



MARCELLING-CURLING IRON

For Marcel Waving, Curling Hair. High Quality Blue Steel Finish. Strong Rolling Handles.
No. S-843—Special **\$1.48**

Dixie Hair Pullers Helps temporarily straighten Kinky Rough, Stubborn Hair. Heavy, Brite, Metal Pincers.
No. S-904—Bargain... **\$1.98**



ELECTRIC STRAIGHTENING COMB
High grade brass. Strong Curved Teeth.
No. S-905—Now! Only **\$3.95**

Queen Clip CURLING Iron.
Wave—Marcel—Croquinole hair. Heats Fast. Strong Spring Clip.
No. S-906—
Only..... **98c**



Glorify your hair and Improve your Appearance for Love. Helps Soften and Smooth short, harsh, stubby and kinky hair.
No. S-907. Special **98c**



Genuine Heating Stove
Keeps combs and irons at right heat for better and faster hairdressing. Burns Kerosene.
No. S-846..... **\$3.75**

PRESSING OIL



MADAM JONES PRESSING OIL
Helps Keep hair Smooth, Glossy. Use with Hot Comb. Does work quickly.
No. S-908 **49c**
Only..... **49c**



HAIR BLACK

Imparts Black or Brown Color to Grey, Faded hair.
No. S-909A—Hair Black..... **98c**
No. S-909B—Hair Brown..... **98c**



FORMULA NO. 99 For DRY-BRITTLE HAIR



Helps Dull, Dry, Brittle Cracking Hair temporarily to Glorious, Lustrous Beauty!
No. S-910—Only..... **98c**



"Coquette" UPSWEEP CLUSTER CURLS

Sensational New Look in Hair-Dos! Exclusively designed for smart women who want a Glamorous Appearance. Wear on top or side, or any way you desire. Hand curled to match your own hair. Order now! **Black, Off-Black, Dark Brown.** State Shade.
No. S-915
Only..... **\$6.95**



"Royal Highness" EXTRA SMART CORONET BRAID

Full 22 inches Long For Enchanting Hair Beauty. Fashioned to give you many hair-dos in one. Extra thick and long. Human hair. Easy to attach. Invite Admiration and Romance! **Black, Off-Black, Dark Brown.** State Shade.
No. S-916
Special.... **\$4.95**



WE GUARANTEE SATISFACTION OR YOUR MONEY BACK

Sweet Georgia Brown



FACE POWDER

Wonderful
FACE POWDER

Sweet Georgia Brown

FACE POWDER

Wonderful
Powder
Order
Now!

ONLY
60c
V-40

HAVE LIGHTER LOOKING SKIN—Use **SWEET GEORGIA BROWN** Face Powder, and lighten the appearance of **SKIN** instantly. Women and Girls of tan and dark types of beauty should insist on **SWEET GEORGIA BROWN**, especially made to beautify Tan or Dark complexions. **SHADES:** Aristocratic Brown, Dark Brown, Sun Tan, Hi-Tan, Brunette, Deep Pink, Flesh.

'SWEET GEORGIA BROWN VANISHING CREAM

Always use Vanishing Cream before using Face Powder. It acts as a foundation. Face Powder will stick better and not blow off easily. Put a little Sweet Georgia Brown Vanishing Cream on Face, Neck, Arms, and Hands. It vanishes away in one minute. Leaves skin sweetly perfumed. Your Face is your Fortune. Help keep it lovely.



ORDER BY
V-1 **60c**

Cocoanut Oil SHAMPOO

Ladies, Girls, Men, Boys, even Babies must have clean **HAIR** first if they want their **HAIR** to be Beautiful. It doesn't do any good to use Pomade, Tonics, etc., on dirty **HAIR**. Wash your **HAIR** once a week with **Cocoanut Oil Shampoo**. See how nice your **HAIR** looks. Just follow directions. In only one minute your whole head becomes covered with Thick, Fluffy lather which loosens up dirt, dandruff and scales.



No. V-81... Price Only **60c**

BRILLIANTINE HAIR PERFUME



DRESS UP
YOUR
HAIR
KEEP IT
GLOSSY

Have Brilliant, Glossy, Soft, Beautiful looking **HAIR** in one minute. Put a few drops of Sweet Georgia Brown Brilliantine on your **HAIR** Brush before combing **HAIR**. Order a Bottle Today.

No. V-85 **60c**

HAIR DRESSING POMADE

Stick your **HAIR** temporarily Straight looking. Use **SWEET GEORGIA BROWN** Hair Dressing Pomade. Does it in one minute. Men and Boys — Make rough, tough, unruly **HAIR** lay down smooth. Use with or without hot comb.

V-70
ONLY
60c



ODOR
SWEET
Smell sweet

For
Men and
Women

Men Love Women who smell Sweet. Help check Body Odor. Don't Lose Out in Love or Business because of Body Odor. Keep Sweet. Get a Jar of Sweet Georgia Brown Odor-Sweet Today. Directions on every jar.



No. V-130 **60c**

PRESSING CAP



Throw Away Old Stocking Caps. Get a smart looking **SWEET GEORGIA BROWN** Hair Pressing Cap, and help keep your **HAIR** Smooth, and well Dressed, while you sleep or rest. Fits head like a glove.

No. V-100 **60c**



GO TO SLEEP



Hair in Place



SWEET GEORGIA BROWN

MAGIC
PINK
LOVIN'
CREAM



No Rinsing Required. Right before your eyes Magic Pink Lovin' Cream brightens the appearance of your Skin. If Skin is light, use a little. If Dark, use more.

No. V-14. Price **60c**

SKIN BLEACH CREAM



Help your **SKIN** to look Brighter, and alluringly beautiful. Help dark, muddy skin. Do all you can to help your skin look pretty. Order a jar of Sweet Georgia Brown Bleach Cream. Use it every morning and evening. CAUTION: Use only as directed. Send Now for a Jar. Your money back if not satisfied.

V-3

PRICE
60c

No. V-172 **60c**

STRAIGHTENING COMB

with POMADE and SHAMPOO
ALL FOR **\$2.20**



Give your hair this Sweet Georgia Brown Hair Straightening Treatment. Shampoo hair with **Cocoanut Oil Shampoo**, apply Pomade and Comb hair with heated Straightening Comb. Order No. C-111
Bargain Price for All... **\$2.20**

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... This appears on every Book ...

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Moses, Solomon and Jesus of Nazareth

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